



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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# WEEKEND CHRONICLE

WINDOW TO YOUR  
KNOWLEDGE



AN INITIATIVE BY  
B.M.S DEPARTMENT

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**Dr. Mala Kharkar**  
**Chief Education Officer**

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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**

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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**

***ZOMATO POSTS SURPRISE PROFIT IN Q2, EXPECTS MORE IN FESTIVE SEASON***



Zomato posted its second straight quarterly profit today, an unexpected result that was driven by higher food delivery orders that the company expects will be even higher in the ongoing festive season.

Net profit came in at 360 million rupees in the second quarter ended September 30, beating analysts' expectations of a loss of 201.7 million rupees, according to LSEG. It had reported a loss last year.

Gross order value (GOV) - the total value of all food delivery orders placed - for the foods business grew 20%, led by higher orders and as customers with the paid "Gold" subscription used the service more frequently.

Shares ended the session 8.3% higher, taking year-to-date gains to over 96%.

GOV in the segment could grow between 25% and 30% in the third quarter ending Dec. 31, Chief Financial Officer Akshant Goyal said in a letter to shareholders.

Indians typically splurge on everything from sweets and snacks to clothing during the festive quarter, which includes Christmas and the Hindu festival of Deepavali, helping consumer-facing corporations book outsized sales growth.

Food business CEO Rakesh Ranjan said the festive period is "usually a mixed bag for the food delivery business," adding that people split their spending between ordering in and dining out.

The ongoing Cricket World Cup, which stretches between October 5 and November 19, should result in additional orders, he said, but cautioned that the demand uptick would not be significant and only limited to match days.

Demand for online food ordering has broadly grown in recent years, prompting delivery services providers such as Zomato and rival Swiggy to aggressively expand.

Zomato's revenue from operations soared over 71% to 28.48 billion rupees in the second quarter.

Department Editor: Archi Singh

Reference Link: <https://www.ndtv.com/business/zomato-posts-surprise-profit-in-q2-360-million-expects-more-in-festive-season-4542855>



## ADVERTISEMENT

### **CADBURY CELEBRATIONS TO MAKE THIS DIWALI A LITTLE BRIGHTER FOR HOMEPRENEURS WITH #THISADISMYSTORE**



The pan-India campaign champions thousands of small business owners selling seasonal Diwali items by turning every Cadbury ad into their store to gift them greater visibility.

Diwali is a time of celebration and festivities, of sharing joy and happiness with one another. It is this spirit of generosity that Cadbury Celebrations, India's chocolate gifting brand, has released latest campaign, #ThisAdIsMyStore.

Cadbury Celebrations' latest campaign is built around channeling prosperity towards smaller home-based businesses selling varied seasonal Diwali items such as hand painted diyas, kandli, homemade snacks, desserts, candles, jewelry, etc.

While such businesses primarily cater to the festive season's prosperous demand cycle, they often can't optimally capitalise on it as they lack the resources and presence required to reach out to new prospects and get more business.

With #ThisAdIsMyStore, Cadbury Celebrations is giving talented homepreneurs the platform to shine by turning every Cadbury ad across all formats – including billboards, digital outdoors, mobile outdoors, online, print, and TV – into a shoutout for their business aka ghar ki dukaan.

Each ad features a unique QR code that redirects users to their local homepreneur's WhatsApp for Business chat, where they can discover and shop for homemade items.

Department Editor: Gracy Choudhary

Reference link: <https://brandequity.economictimes.indiatimes.com/news/advertising/cadbury-celebrations-to-make-this-diwali-a-little-brighter-for-homepreneurs-with-thisadismystore/104522332>

## IT & TECHNOLOGY

### *ARTIFICIAL INTELLIGENCE AND THE FUTURE OF HUMANS*



Digital life is augmenting human capacities and disrupting eons-old human activities. Code-driven systems have spread to more than half of the world's inhabitants in ambient information and connectivity, offering previously unimagined opportunities and unprecedented threats. As emerging algorithm-driven artificial intelligence (AI) continues to spread, will people be better off than they are today?

Some 979 technology pioneers, innovators, developers, business and policy leaders, researchers and activists answered this question in a canvassing of experts conducted in the summer of 2018.

The experts predicted networked artificial intelligence will amplify human effectiveness but also threaten human autonomy, agency and capabilities. They spoke of the wide-ranging possibilities; that computers might match or even exceed human intelligence and capabilities on tasks such as complex decision-making, reasoning and learning, sophisticated analytics and pattern recognition, visual acuity, speech recognition and language translation. They said "smart" systems in communities, in vehicles, in buildings and utilities, on farms and in business processes will save time, money and lives and offer opportunities for individuals to enjoy a more-customized future.

Many focused their optimistic remarks on health care and the many possible applications of AI in diagnosing and treating patients or helping senior citizens live fuller and healthier lives. They were also enthusiastic about AI's role in contributing to broad public-health programs built around massive amounts of data that may be captured in the coming years about everything from personal genomes to nutrition. Additionally, a number of these experts predicted that AI would abet long-anticipated changes in formal and informal education systems.

Yet, most experts, regardless of whether they are optimistic or not, expressed concerns about the long-term impact of these new tools on the essential elements of being human. All respondents in this non-scientific canvassing were asked to elaborate on why they felt AI would leave people better off or not. Many shared deep worries, and many also suggested pathways toward solutions. The main themes they sounded about threats and remedies are outlined in the accompanying table.

Department editor - Mahek Shaikh

Reference link - <https://www.pewresearch.org/internet/2018/12/10/artificial-intelligence-and-the-future-of-humans/>

DATE: 05/11/2023

## SCIENCE & SPACE

### *JWST SPOTTED A NEW SPEEDY JET STREAM IN JUPITER'S ATMOSPHERE*



New beauty shots of Jupiter, captured by the James Webb Space Telescope, reveal a speedy jet stream encircling the equator at an altitude never imaged before.

Researchers have known about Jovian jet streams since Voyager spacecraft flew by in 1979. Those relatively stable winds occur near the planet's main cloud decks, in the troposphere. The newly spotted jet lies 20 to 40 kilometers above, in the stratosphere, and moves at about 500 kilometers per hour, or roughly twice as fast as the jets below, astrophysicist Ricardo Hueso and colleagues report October 19 in *Nature Astronomy*. "We were not expecting to find these strange motions in the equatorial atmosphere," says Hueso, of the University of the Basque Country in Bilbao, Spain. There is no theory that predicts a change in the winds at this altitude on Jupiter, he says.

It's not clear yet what causes the speedy jet. "If you have very intense motions, you need energy to produce those motions," Hueso says. This energy could come from storms below the jet. It may also be linked to happenings higher in the troposphere, where scientists have observed a band where temperature and wind intensity oscillate over four or so years. Similar cycles over the equator also occur on Saturn and Earth.

Earlier observations of Jupiter hadn't been able to image this part of the stratosphere. Its altitude lies below what ground-based telescopes on Earth glimpse and above what the Hubble Space Telescope captures. But using special infrared filters, JWST was able to peek into this mysterious region.

"Here they have this missing piece of the puzzle for the first time in this latitudinal range around the equator," says Thibault Cavalié, a planetary scientist at the Laboratoire d'Astrophysique de Bordeaux in France.

The high-resolution images are "stunning," says Liming Li, a planetary scientist at the University of Houston, also not involved with the study. The researchers used two snapshots of Jupiter taken 10 hours apart. Based on how atmospheric features shifted in that time, the team clocked the stream's speed.

Department Editor: Trisha Creado

Reference link: <https://www.sciencenews.org/article/jwst-jet-stream-jupiter-space>

**NATURE**

***WONDERS OF NATURE: THE ASTONISHING ABILITY OF SHRIMPS TO REGROW LIMBS.***



If you have a penchant for seafood, you've likely savored numerous delectable shrimp dishes. However, shrimps are far more than just a culinary delight. They are a remarkable species that inhabit the vast expanse of oceans, rivers, and lakes across the globe. Despite their modest stature, shrimps possess an array of captivating and idiosyncratic traits that distinguish them from their aquatic counterparts. From their extraordinary swimming prowess to their astonishing regenerative abilities, shrimps emerge as a truly exceptional presence in the aquatic realm. Let's embark on a deep-sea adventure, delving into the enigmatic world of shrimps and uncovering a treasure trove of intriguing facts about these remarkable creatures

Did you know that shrimps can be your secret weapon against cancer? Indeed, shrimps possess a remarkable quality that can play a pivotal role in inhibiting tumor growth and lowering your susceptibility to cancer. This extraordinary ability can be attributed to a mineral known as selenium, which shrimps have in ample quantities. Selenium functions as a potent antioxidant, bolstering your body's defenses against pernicious cancer-causing agents. When you savor shrimps, the selenium they provide acts as a catalyst to your body's innate resistance to these harmful substances. So, not only are shrimps a delectable and enjoyable culinary choice, but they also serve as a valuable addition to your diet, offering that extra boost needed to maintain your well-being and vitality. As shrimps grow, they undergo a fascinating process called molting. This involves shedding their old exoskeleton, which acts like a protective, hard outer shell for their body. Within this molting process, the old exoskeleton is discarded, making way for the development of a fresh one beneath it. What's even more astonishing is that shrimps can use this opportunity to regrow any missing limbs. However, in some cases, a single molt might not suffice, and the shrimp may need to undergo this process two or even three times to make a full recovery.

Reference link: <https://timesofindia.indiatimes.com/education/learning-with-toi/wonders-of-nature-the-astonishing-ability-of-shrimps-to-regrow-limbs/articleshow/104599872.cms>

## ACADEMICS

### *READING VOICES: SUDHANSHU SHEKHAR PANDA*



In the first article of a series called ‘Leading voices’ – featuring school principals across India – Anannya Chakraborty talks to Sudhanshu Shekhar Panda, one of the winners of the National Teachers’ Award 2023. Sudhanshu Shekhar Panda is Principal of K.L. International School and Chairman of Meerut Schools Sahodaya Complex. In today’s interview, we ask Panda a bunch of questions, from what inspired him to become a teacher to what education will look like in 2050.

What inspired you to pursue a career in education?

I pursued a career in education due to my passion for teaching and the desire to make a positive impact on students’ lives. Education is seen as a means to empower individuals, reduce inequalities, and address societal issues. The opportunity for continuous learning and personal growth is appealing, as is the satisfaction of witnessing students’ progress and achievements.

My love for working with children and adolescents, the chance for creative expression in lesson planning, and the sense of community in schools drew me to this field. Moreover, the stability and job security that education careers can offer contribute to their appeal.

Ultimately, I aspire to guide and inspire future generations while contributing to the betterment of society. Witnessing students’ progress, growth, and achievements can be incredibly rewarding and provide a strong sense of purpose.

Department Editor: Bushra Bheri

Reference link: [https://www.teachermagazine.com/in\\_en/articles/leading-voices-sudhanshu-shekhar-panda](https://www.teachermagazine.com/in_en/articles/leading-voices-sudhanshu-shekhar-panda)

**MEDIA**

***FREE DIGITAL STREAMING OF CRICKET WORLD CUP SHRINKS TV VIEWERSHIP***



The ICC Men's Cricket World Cup 2023 in India saw an 8% drop in audience reach, with 90 million viewers for the first 11 matches, compared to 98 million in the 2019 edition. The decline in traditional TV viewership is attributed to the popularity of free cricket streaming on Disney+ Hotstar. TAM Media CEO LV Krishnan noted that audiences have shifted from TV to digital streaming, with TV ratings down 13% to a 1.93 TVR for the first 11 matches.

India vs. Australia was the most-watched match with a 4.77 TVR, followed by India vs. Afghanistan with a 3.41 TVR. Disney Star, with TV and digital rights, expects ad revenue between ₹2,000 to ₹2,500 crore. The combined TV and digital viewership is anticipated to surpass the previous edition, despite fragmentation. The return of the event to India after a decade has generated significant interest. High concurrency numbers were observed for non-India matches due to increased digital reach.

Department Editor: Sakshi Dine

Reference Link: <https://brandequity.economictimes.indiatimes.com/news/media/free-digital-streaming-of-cricket-world-cup-shrinks-tv-viewership/104598409>

ARTS

*EGYPT'S PYRAMIDS HOST STUNNING WORKS OF ART*



On the plateau overlooking the ancient Pyramids of Giza in Egypt, a major outdoor art exhibition brings together the work of 14 international contemporary artists who have created site-specific installations responding to the iconic monuments. In one project, a new pyramid structure emerges in wicker; in another, glass sculptures appear to make the ancient pyramids float on water.

Every year we have an amazing group of artists that are in dialogue with this civilization,” said Ghaffar over video call from Cairo. Art D’Égypte works with UNESCO to ensure the exhibition leaves the 4500-year-old world heritage site completely unharmed. (A 50cm layer of imported sand is used to place the artworks on, so they don’t even touch the ground.) The works this year engage with the fertile territory of concepts presented by the pyramids, from mythology and spirituality to technical innovation and architecture.

Mexico City-based Argentinian artist Pilar Zeta has created “Mirror Gate”, a limestone portal decorated with gold and iridescent blue spheres and topped by a pyramidal apex, under which lies a checkerboard pathway leading to a mirrored egg on a plinth. “I’ve always been fascinated by the Pyramids of Giza and the entire ancient Egyptian culture — the mysticism around it, the enigmas,” Zeta said. “The pyramids are the most sacred sculptures on planet Earth in my opinion.”

Department Editor: Mrudula Vetam

Reference Link: <https://amp.cnn.com/cnn/style/egypts-pyramids-host-breathtaking-new-art-exhibit/index.html>

## HISTORY

### *BATTLE OF PAWANKHIND*



Five hours after the battle started, the cannon fire announcing Shivaji's safe return to Vishalgadh was heard. Almost three hundred Marathas had been killed. Legend has it that a gravely injured Baji Prabhu continued engaging the enemy and held the pass, only laying down his life once he heard the sound of cannon fire. The handful surviving Marathas then retreated and disappeared in the forest as per the plan.

On the other hand Shivaji and his 300 soldiers had to break through the encirclement of Suryarao and Jaswantrao at Vishalgadh. A fierce battle ensued in which Shivaji himself fought wearing Dandpatta in his both hands. Seeing this fight, the commander of Vishalgadh fort sent help to Shivaji enabling him and his troops to reach the fort safely. Shivaji then fired cannons as a signal for Baji Prabhu to retreat. Shivaji's plan was successful. Having made his way to Vishalgadh, Rango Narayan Orpe had fresh troops at his disposal. Baji Prabhu had successfully fought the rearguard action and slowed the Adilshahis forces before they arrived at the fort having carried on pursuing Shivaji to Vishalgadh. The vengeful fresh Maratha troops carried out a blazing and bloody attack against Siddi Masood, Jasawantaro and Suryarao's forces inflicting heavy losses upon the latter when they arrived at the fort. The Adilshahi forces fled as a result of this attack. verification needed]One Maratha chronicler describes this fierce attack by mentioning that the 'green valleys of Vishalgadh were painted in red due to enemy's blood'. Shivaji then safely crossed the western ghats and reached his capital Rajgad via Konkan region.

Shivaji later personally visited the house of the slain Baji Prabhu, which was in the village of Kasabe Sindh in the Raigad district and honoured his family, including giving his eldest son a position of leadership and honour in the forces. The last stand, battle of Ghod Khind (Eng: Ghod pass) by about 300 Marathas led by the Baji Prabhu Deshpande was renamed "The Battle of Pavan Khind" which in Marathi means "The Battle of the Sacred Pass".

Ref link: <https://en.m.wikipedia.org/wiki/battleofpavankhind>



## LIBRARY

### *'PEN MAN' OF ODISHA HAS ABOUT 4,000 PENS IN HIS MINI LIBRARY*



BHUBANESWAR: Tushar Kanta Das began his pen collection journey in the tenth grade, gathering pens from his schoolmates. After three decades, and at the age of 47, he earned the title 'Pen Man of Odisha' by owning a mini library of pens.

In his collection, there are approximately 4,000 pens, encompassing a variety of brands, spanning from Reynolds to the high-end Waterman pens.

Originating from Nayagarh district, Tushar Das mentioned that back in 1992, he used to write with a Reynolds pen. Now his pen collection includes pens worth Rs 5,000 and more.

Das said that his unconditional love for pens started with the Parker pen.

"When I was studying in class X started collecting pens from my friends. I used to write with Reynolds ball pens, which were very popular from 1992 to 2005. Later, I started using different pens to write down and became a pen lover," he said.

"I have over 4,000 pens with different brands, like Cross, Oliver, Waterman and other brands. Some of them are from different countries like America, Japan, and Germany starting price of Rs 5 to Rs 5,000. I have a collection of few pens, which are gold plated and very expensive too," Das added.

Tushar Kanta Das now aspires to amass a collection of 10,000 pens by the upcoming Fountain Pen Day, which is celebrated on the first Friday of November each year.

Department Editor: Mitali Yadav

Reference link : [https://timesofindia.indiatimes.com/city/bhubaneswar/pen-man-of-odisha-has-about-4000-pens-in-his-mini-library/amp\\_articleshow/104958348.cms](https://timesofindia.indiatimes.com/city/bhubaneswar/pen-man-of-odisha-has-about-4000-pens-in-his-mini-library/amp_articleshow/104958348.cms)

## FOOD & HEALTHCARE

### FOOD AND NUTRITION



Nutrition begins with food. Nutrition is the process by which the body nourishes itself by transforming food into energy and body tissues. The science of nutrition concerns everything the body does with food to carry on its functions. Food provides essential substances called nutrients. The body needs these nutrients to help it make energy; to grow, repair, and maintain its tissues; and to keep its different systems working smoothly. Nutrition is important for all organisms. However, this article will focus on nutrition as it applies to the human body.

The nutrients are divided into six major types: carbohydrates, proteins, fats, vitamins, minerals, and water. Each nutrient performs specific functions to keep the body healthy. All the nutrients work together to contribute to good health.

The term nutrition can also refer to the quality of someone's food choices, or diet. A balanced diet is one in which foods eaten on a regular basis provide all the nutrients needed in the right amounts. A balanced diet has many benefits. It can help people feel and look their best. It can also help them stay energetic and healthy, both in the short term and later in life.

Department Editor: Madhura Vaidya

Reference Editor: <https://kids.britannica.com/students/article/food-and-nutrition/274373#:~:text=Food%20provides%20essential%20substances%20called,is%20important%20for%20all%20organisms>

## CULTURE & CUISINE

### *MUST TRY DISHES IN PUNE THAT DESCRIBE PUNE FOOD CULTURE*

#### PURAN POLI



Puran Poli is a well-known Maharashtrian savory in which flatbread stuffed with a dense sweet filling made of the powered gram, ghee, and jaggery. , it is a festive dish that makes the occasion grander. In this dish, the sweet filling part is the 'Puran' while the flatbread part is the 'Poli'. Served with a combo of milk and ghee to enhance the taste. It is also known as Holige, Obbattu, and Bobbattu in the Southern parts of India.

#### MISAL PAV



Misal Pav is a delicious breakfast recipe having originated from Nashik and Ahmednagar. It is a spicy and tangy delicacy. In Misal Pav, the Misal portion, made of sprouted pulses, is cooked with spicy Maharashtrian masalas, while pav is a bread roll generously buttered. The dish garnished with sliced onion, wedge lemon, sev, and coriander is irresistible

#### SABUDANA KHICHDI



Sabudana Khichdi is a famous recipe generally eaten during fasting and for breakfast. Sabudana is a carbohydrate rich variant of tapioca. Made of soaked sabudana with roasted peanuts, spices, and potato slices. The dish, served with sliced lemon and curd which complements the whole recipe.

Reference link: <https://www.Caleidoscope.In/Art-Culture/Pune-Food-2>

## TRAVEL & TOURISM

### *TOURISM IN NORTH KOREA*



#### Munsu Water Park

For Westerners, there are a small number of private tour operators that help provide access to North Korea. These include Koryo Tours (known for its North Korean-related films such as *Comrade Kim Goes Flying* and strong history in the region); Uri Tours (known for its role in Dennis Rodman's and Eric Schmidt's trips to North Korea); Lupine Travel (a UK-based budget travel agency known for its DPRK Amateur Golf Open); Rocky Road Travel (a Berlin based company); Juche Travel Services (a UK-based company); and KTG (known for their small sized groups and affordable tours). FarRail Tours also takes tours to see operating steam railways and the Pyongyang Metro.

In 2016, an American college student, Otto Warmbier, was arrested and sentenced to 15 years' imprisonment for allegedly removing a propaganda poster from a wall in his Pyongyang hotel. At the time of his arrest, Warmbier was traveling with China-based tour operator Young Pioneer Tours (YPT) on a five-day tour of North Korea. He was later released and returned to the U.S. in a coma, which led to his death on 19 June 2017

Reference : [Wikipedia.com](https://en.wikipedia.org/wiki/Otto_Warmbier)

## SPORTS

### *“SPORTS AND THE YOUTH”*



Need to bring change in perception towards Sports Indian sports have a lot of scope of improvement, there are many infrastructural, maintenance, and organizational issues which not only bother the internal system but also affect the performance of the sports people. There is a lack of facilities and better opportunities for the participants, there is a lack of awareness and high spirit among the people to participate in sports in any manner especially when we talk about the common people, how many of us really involved in sports? We all just stick to our regular routines and none of us show any interest in including extra physical activities in our lifestyles. If this is the case with the adults then what can we say about the youngster who at every point of time need motivation and guidance?

Sports should become a common and a basic part of the people's lives then only they would realize its importance and value and for that; sports should be included at every level of the life. Whether it is school, college and even offices sports should become not only as a means of physical activities but also be developed as a recreational activity. The vitality of sports should not only be limited to the participation in state/national/international games but it should become so fundamental that every person young or adult gets engrossed in different sports. No matter what sports they like (cycling, football, swimming, or etc..) what is deliberately required to understand the benefits of playing sports and to enthusiastically participate in it. Small and young children should be motivated to play any of the sports of their choice

Since their early age, sports instructors should encourage the students at schools and college level to participate in at least one sport, in fact they should not be choosy about the students rather they should find out the special feature of the students and then direct them in a suitable sport. Participation of the young generation in sports will increase only when our lazy mentality and perception would be modified. And it is not so tough in fact, the young parents can become a vital role player in this when they will themselves realize the importance of sports in life then they will surely encourage their small kids to play sports since the childhood. We never know that when children start enjoying and adoring that sport and might wish to become a great sportsman.

Reference link: <https://www.indianyouth.net/indian-sports-and-the-indian-youth/>

**SOCIAL ISSUE****WASTE MANAGEMENT IN INDIA**

The government is supposed to monitor the import of hazardous waste which enters India through a gap in the law that allows the import of waste for recycling. Most of the ports in India do not have radiation scanning technology. Workers processing hazardous waste use their eyes to tell the difference. Most of the waste enters through ports of Mumbai, Chennai, Calcutta, Cochin and Visakhapatnam.

Waste comes to distribution centres like West Delhi's Mundka and Mumbai's Dharavi before being taken away by different agents to specialty processing markets like Seelampur in Delhi. Agents sell the components to others who sell them to factories. The finished recycled products, much cheaper than their branded counterparts, are sold in the wholesale markets.

In New Delhi Seelampur is the biggest market for second hand electronic parts. But most of the shops here are not registered as legal recyclers which have deterred the entry of legal recyclers. The informal sector gets 95% of the business as they do not pay the cost to meet the environment norms. When a court order shut down all plastics burning in Seelampur five years ago, the industry merely shifted 8 kms away.

India has a capacity to handle just 30% of its domestic waste. India's capacity to treat hazardous waste is not growing at the same pace as waste generations. Although recycling industries are temporarily profitable; the damage to the environment is often permanent. Near Moradabad, the waters of the once –fertile Ramganga river have turned black with plastic ash. With no government control and little regard for the environment, the private waste-processing industry poses a threat to public safety in India.

Reference link: <http://www.azadindia.org/>

## ARTIFICIAL INTELLIGENCE

### *HOW INFORMATION TECHNOLOGY HAS AFFECTED THE TOURISM AND HOSPITALITY INDUSTRY.*



Information Technology has played an important role in the hospitality and tourism industry over the last decade. Technology has helped reduce costs, enhance operational efficiency, and improve services and customer experience. Both customers and businesses can benefit from improved communication, reservations, and guest service systems.

Technology has helped tourism and hospitality industries replace expensive human labor with technological labor. This helps reduce labor costs, but also helps avoid customer service issues. Here are some examples of the ways that IT continues to improve the hospitality and tourism industry.

#### **Internet and Marketing**

The internet has a powerful impact on hospitality and tourism. A customer's first experience with your business is a visit to your website. This includes looking at pictures and reviews from past guests. It is vital for a business to effectively utilize online advertising, social media, blogs, and online purchasing to help convenience their customers, especially when your competitors are doing the same thing.

#### **Computer Systems**

Computer systems allow communication between larger hotel chains with multiple locations to connect easier. They also help keep staff on the same page and make it easier to access information, making your guests experience much better. Guest requests, housekeeping information, and reservations can all be found on one system.

#### **Mobile Communication**

Mobile tablets and smartphones have replaced large desktop computers, making them virtually extinct. This is helpful, because many travelers take some type of mobile device with them on a trip. This helps hospitality businesses keep customers advised of changes and delays to their reservations, offer deals, and advertise by using GPS tracking.

Reference link: [entremt.com](http://entremt.com)

## STUDENT'S SECTION

### UNKNOWN INTERESTING FACTS ABOUT KEDARNATH

#### The Creation of Kedarnath

Legend says that when Nar and Narayana-the two incarnations of Lord Vishnu performed a severe act of austerity in the Badrikashraya of Bharat Khand, they worshipped a Shivalingam which emerged out of the Earth beautifully. This in turn pleased Lord Shiva who then appeared before Nar and Narayana and asked them to seek for a gift. Nar and Narayana then requested Lord Shiva to permanently reside as a Jyotirlingam at Kedarnath, so that the people who come to worship Lord Shiva here won't be enslaved to their miseries in life anymore.

Legends of Kedarnath Creation the Kedarnath dates back to the Mahabharata which states that when the Pandavas came to seek the blessings of Lord Shiva to free themselves from the sin of killing their cousins. Lord Shiva disguised himself as a humped buffalo and hid himself at Kashi, then known as Guptkashi. The Pandavas eventually managed to discover Lord Shiva who was hiding beneath the ground with his hump in the ground and this impressed Lord Shiva then.

Another legend of the Kedar temple states that Goddess Parvati worshipped Kedareshwar to unite with Shiva as Ardhanarishwar.

The Derivation of the Name of Kedarnath Temple an **Interesting Fact about Kedarnath** is the derivation of its name. A tale of the past says that once to save themselves from demons, the gods worshipped Lord Shiva for their protection. Lord Shiva appeared, disguised as a bull; he said to the 'Kodarum' (whom to rip and whom to tear apart). With his horns and hooves Lord Shiva destroyed the demons and threw them into the Mandakini River. Thus the name Kedarnath is derived from the name 'Kodarum.' Protection of Kedarnath One of the **Lesser Known Facts of Kedarnath** is that The Bhairavnath Temple which is located at a very short distance from Kedarnath Temple is a guardian of the

Kedarnathji. It is believed that Bhaironathji guards the Kedarnath Temple by keeping away the evil while the temple remains closed. Therefore the Bhiaronath Temple is visited ceremoniously at the opening and closing of Kedarnath. Significance of the Kedarnath Jyotirlingam the Lingam at Kedarnath is one amongst the 12 Jyotilingas of Lord Shiva. It is said to have blessed the Himalayas and keeps them soaked with the godliness of Lord Shiva. Its history dates back to when Nar and Narayana the two incarnations of Lord Vishnu performed the act of austerity, Lord Shiva was impressed and they persuaded Lord Shiva to reside as a Jyotilingam in Kedarnath, so that devotees who would come to seek the blessing of Shiva will seek salvation here.

The Kedarnath Temple the Kedarnath Temple is at least a 1000 year old temple which has been blessing the Himalayas and the people who visit it each year. It is said that during the 2013 floods in Uttarakhand the entire town of Kedarnath was ruined, but the temple was not so harmed, as a huge rock behind the temple diverted the massive flood water coming towards the shrine. Inside the Kedarnath Temple The head priest of Kedarnath temple are of the Veerashaiva community of Karnataka also known as *Raval*. Although the Raval do not perform the puja in the temple. The puja's are carried out on the instructions of the Raval by other priests. The Raval moves with the deity to Ukhimath during the winter season. The Persuasion of The Pandavas It is said that the Pandavas wanted to seek salvation from the sin of killing their cousins, to do so they set on a path to seek the blessings of Lord Shiva, who was ignorant towards the Pandavas and had moved to Kedar and disguised himself as a bull and hid with other animals in the Himalayas. Although Bheema was able to recognize Lord Shiva through his hump when he with his magnanimous strength ripped apart two mountains, where Lord Shiva who was submerging under the ground had his hump on the ground. Bheema got hold of it and that is how Lord Shiva blessed them.





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