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"A+" Level
NAAC

WEEKEND CHRONICLE

WINDOW TO YOUR KNOWLEDGE

AN INITIATIVE BY
B.M.S DEPARTMENT

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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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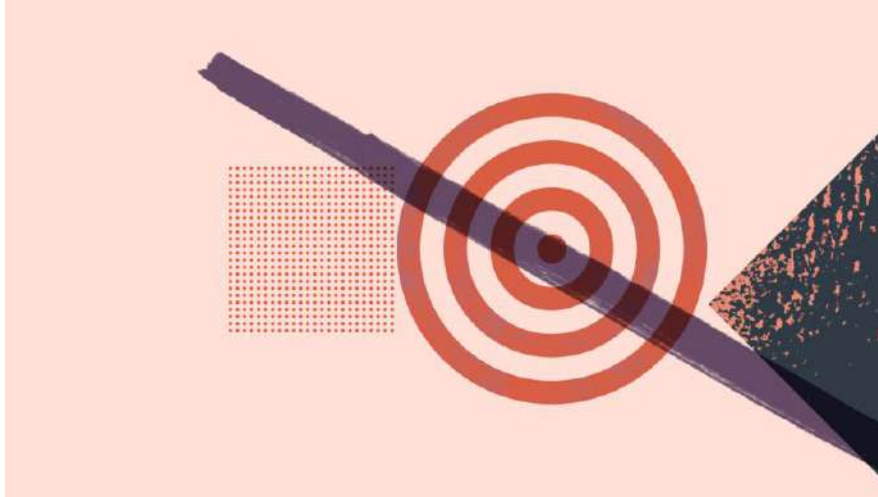
BUSINESS

TITLE: NAVIGATING THE DYNAMICS OF MODERN BUSINESS

In the ever-evolving landscape of business, adaptability and innovation stand as the cornerstones of success. Companies today are navigating a complex web of challenges and opportunities, driven by rapid technological advancements, global interconnectedness, and shifting consumer preferences.

In this dynamic environment, businesses are compelled to embrace change and leverage emerging technologies to stay competitive. The rise of digital transformation has become a key driver, revolutionizing how companies operate, connect with customers, and optimize their processes. From e-commerce platforms revolutionizing retail to artificial intelligence streamlining operations, businesses are harnessing the power of technology to drive efficiency and enhance customer experiences. Moreover, the importance of sustainability and social responsibility has gained prominence. Companies are increasingly recognizing the significance of integrating ethical practices into their operations, not only to meet regulatory requirements but also to build trust with consumers who are more conscientious about the impact of their purchasing decisions on the environment and society.

Collaboration and strategic partnerships have become essential components of a successful business strategy. In an interconnected world, fostering relationships with suppliers, customers, and even competitors can lead to mutually beneficial outcomes, fostering innovation and creating a more resilient business ecosystem. In conclusion, the modern business landscape demands a proactive approach to change, embracing technological advancements, ethical practices, and collaborative partnerships. By navigating these dynamics, businesses can position themselves for sustained success in an ever-changing global marketplace.

Reference: Link:
https://www.google.com/url?sa=i&url=https%3A%2F%2Fwww.linkedin.com%2Fadvice%2F0%2Fhow-do-you-navigate-dynamic-business-changes&psig=AOvVaw3Co-YBm1C_uevJ9d9LgW8T&ust=1702237913107000&source=images&cd=vfe&opi=89978449&ved=0CBIQjRxqFwoTCPjd0q2Qg4MDFQAAAAAdAAAAABAD

INSPIRING SPORTS MARKETING STRATEGIES AND CAMPAIGN EXAMPLES

Marketing proved to be extremely helpful in sports to connect brands with fans and promote specific sporting events and regular-season games. Effective sports marketing strategies help teams, leagues, associations, and brands reach new audiences and possible sponsors, as well as keep the interest of die-hard sports fans alive.

A successful sports marketing campaign brings athletes, institutions, and audiences together; creates hype around the events, and helps build strong and lasting connections. Basically, it's a win-win situation for the brands and organizations that also inspire young people to take part in sports.

And creating great sports marketing strategies is worth every bf effort.

Reference TITLE: NAVIGATING THE DYNAMICS OF MODERN BUSINESS

IT & TECHNOLOGY

HOW DEEPFAKE VIDEOS ARE USED TO SPREAD DISINFORMATION

"Deepfake" technology, which has progressed steadily for nearly a decade, has the ability to create talking digital puppets. The A.I. software is sometimes used to distort public figures, like a video that circulated on social media last year falsely showing Volodymyr Zelensky, the president of Ukraine, announcing a surrender. But the software can also create characters out of whole cloth, going beyond traditional editing software and expensive special effects tools used by Hollywood, blurring the line between fact and fiction to an extraordinary degree.

With few laws to manage the spread of the technology, disinformation experts have long warned that deepfake videos could further sever people's ability to discern reality from forgeries online, potentially being misused to set off unrest or incept a political scandal. Those predictions have now become reality.

A.I. software, which can easily be purchased online, can create "videos in a matter of minutes and subscriptions start at just a few dollars a month," Mr. Stubbs said. "That makes it easier to produce content at scale."

Graphika linked the two fake Wolf News presenters to technology made by Synthesia, an A.I. company based above a clothing shop in London's Oxford Circus.
The five-year-old start-up makes software for creating deepfake avatars. A customer simply needs to type up a script, which is then read by one of the digital actors made with Synthesia's tools.

A.I. avatars are "digital twins," Synthesia said, that are based on the appearances of hired actors and can be manipulated to speak in 120 languages and accents. It offers more than 85 characters to choose from with different genders, ages, ethnicities, voice tones and fashion choices.

Department Editor: Mahek Shaikh
Reference link: https://www.nytimes.com/2023/02/07/technology/artificial-intelligence-training-deepfake.html

SCIENCE & SPACE

SCIENTISTS FIND FIRST EVIDENCE THAT BLACK HOLES ARE THE SOURCE OF DARK ENERGY

Observations of supermassive black holes at the centres of galaxies point to a likely source of dark energy – the 'missing' 70% of the Universe.

The measurements from ancient and dormant galaxies show black holes growing more than expected, aligning with a phenomenon predicted in Einstein's theory of gravity. The result potentially means nothing new has to be added to our picture of the Universe to account for dark energy: black holes combined with Einstein's gravity are the source.

We started off looking at how black holes grow over time, and may have found the answer to one of the biggest problems in cosmology.

-Dr Dave Clements

The conclusion was reached by a team of 17 researchers in nine countries, led by the University of Hawai'i and including Imperial College London and STFC RAL Space physicists. The work is published in two papers in the journals The Astrophysical Journal and The Astrophysical Journal Letters.

Study co-author Dr Dave Clements, from the Department of Physics at Imperial, said: "This is a really surprising result. We started off looking at how black holes grow over time, and may have found the answer to one of the biggest problems in cosmology."

Study co-author Dr Chris Pearson, from STFC RAL Space, said: "If the theory holds, then this is going to revolutionise the whole of cosmology, because at last we've got a solution for the origin of dark energy that's been perplexing cosmologists and theoretical physicists for more than 20 years."

Department Editor: Mahek Shaikh

Reference link : https://www.imperial.ac.uk/news/243114/scientists-find-first-evidence-that-black/

NATURE

COAL-BASED POWER PLANTS AGGRAVATING AIR POLLUTION IN DELHI-NCR: REPORT

NEW DELHI: Non-compliance of thermal power plants in Delhi-NCR with emission standards is contributing significantly to air pollution in the region, according to a new analysis. The study by environmental think tank Centre for Science and Environment (CSE) focuses on particulate matter, nitrogen oxide and sulphur dioxide emissions from the 11 thermal power plants (TPPs) in Delhi-NCR and is based on their environmental status reports sourced from the website of the Central Electricity Authority (CEA), a technical arm of the Union Ministry of Power, from April 2022 to August 2023.

According to studies, the TPPs account for around eight percent of the PM2.5 pollution in Delhi-NCR. Delhi-NCR cannot achieve the clean air benchmark and safeguard public health if continuous sources of pollution, such as thermal power plants, continue to emit pollutants at high levels. These plants have struggled to meet the standards, primarily due to continually shifting compliance deadlines," says Anumita Roychowdhury, Executive Director, Research and Advocacy, CSE.

The CSE report said that despite multiple deadline extensions and revised categorisations by the Union Environment Ministry, many plants in the region are struggling to meet prescribed norms for emissions of nitrogen oxide, sulphur dioxide and particulate matter.The ministry established stringent emission standards for coal-based power plants in December 2015, requiring compliance within two years. Later, it granted a five-year extension to all power plants except those in Delhi-NCR which were given until 2019 to comply due to the region's high pollution levels.

New deadlines were set accordingly: Category A plants must meet SO2 emission norms by December 31, 2024. Category B plants have until December 31, 2025, to meet the SO2 emission norms and Category C plants are required to comply with SO2 emission norms by December 31, 2026.

Department Editor: Rushda Mansuri
Reference Link: https://m.economictimes.com/news/environment/pollution/coal-based-power-plants-aggravating-air-pollution-in-delhi-ncr-report/amp_articleshow/105515484.cms

ACADEMICS

JAIN PU COLLEGE OPENS APPLICATIONS FOR THE ACADEMIC YEAR WITH NEW SUBJECT COMBINATIONS – THE TOP CHOICE FOR PU EDUCATION IN BANGALORE

Jain PU College opens applications for the academic year with new subject combinations – The top choice for PU Education in Bangalore

Text Size: A- A+

PNN

Bangalore (Karnataka) [India], December 8: Jain PU College, recognized as the Best PU College in Bangalore, is thrilled to announce the initiation of applications for the upcoming academic year. With an expansive array of courses spanning Science, Commerce, Arts, and Humanities, Jain PU College stands out as the premier institution for students aiming for a comprehensive and enriching educational experience tailored to their passions and aspirations.

Jain PU College has consistently secured its position as the Top PU College, attracting students seeking an all-encompassing education that transcends conventional boundaries. The college, equipped with cutting-edge infrastructure, distinguished faculty, and an unwavering commitment to holistic development, empowers students to excel in their chosen fields. The two campuses located in VV Puram and Jayanagar provide a wholesome academic experience for students from across the nation.

Key Features:

Cutting-edge infrastructure and well-equipped laboratories for Science students.

Comprehensive Commerce curriculum designed to meet industry demands.

Dynamic Arts and Humanities programs foster creativity and critical thinking.

Exciting Collaboration: MoU Signed with Yeshas Academy and Allen Institute

In a momentous stride towards academic excellence, Jain PU College has forged strategic partnerships to elevate the educational experience for its students. Memorandums of Understanding (MoUs) have been signed with Yeshas Academy and Jain College for CA Coaching, as well as Allen Institute and Jain College for NEET, KCET/JEE MAINS Coaching.

MoU with Yeshas Academy A Partnership for Success:

This collaboration is poised to revolutionize commerce education at Jain PU College. The MoU aims to bridge the gap between academic learning and real-world applications, ensuring students are well-prepared for the dynamic business environment.

MEDIA

LINKEDIN SHARES NEW INSIGHTS INTO THE IMPACTS OF GENERATIVE AI ON THE WORKFORCE

LinkedIn's latest "Future of Work" report delves into the evolving impact of AI on various industries and user expectations. With a 70% increase in AI-related conversations on LinkedIn, sentiments around generative AI (GAI) are mostly optimistic.

Approximately 74% of executives believe GAI will benefit employees, and 47% of professionals anticipate career advancement through AI. However, concerns about job displacement persist, prompting LinkedIn to categorize likely AI impacts into three types: Augmented (skills replicable by GAI but requiring human touch), Disrupted (skills replicable by AI with significant workforce impact), and Insulated (jobs with minimal replicable skills, deemed safe from disruption).

LinkedIn suggests around half of all jobs may face significant AI impacts. Despite apprehensions, industries are embracing generative AI, and companies are increasingly hiring for AI roles. The report emphasizes the need for professionals to familiarize themselves with generative AI's possibilities as industries explore its potential applications, acknowledging the ongoing evolution of AI's role in the modern workplace.

Department Editor: Sakshi Dinde

Reference Link: https://www.socialmediatoday.com/news/linkedin-shares-new-insights-into-impacts-of-generative-ai/700893/

ARTS

EXHIBITION: TAR-ART AN ANAGRAM OF MY LIFE

Simran KS Lamba's upcoming mixed-media artwork, "TAR-ART An Anagram of My Life," an enthralling fusion of time, aesthetics, resonance, assimilation, residue, and technique.where he presents an outstanding showcase of artistic brilliance to the art world.

The artist explores the materiality of mediums, juxtaposing their inherent properties to create captivating vantage points. Recycling is a core focus, with discarded waste often serving as a focal point. Techniques are key, with each work mutating over long periods, resulting in textures and surfaces. This solo show showcases the slow unwinding process of time and techniques used to create final iterations. He is introspective and intuitive, exploring diverse subjects derived from memory, dreams, and imagination. He believes in capturing form through their sub-consciousness and thinking mind, directing appendages in a hypnotic state rather than structured patterns.

The artist continues to work independently on his mixed media artwork, sculptures, and installations, pushing the boundaries of his technique and expression capturing several unexplored facets of multi-dimensional media, often combining dexterous technique and an inimitable thought process. According to Simran KS Lamba, "Tar and Art have always been synonymous in nature for me, in using Tar to create paintings, I believe that everyday materials get transposed into a realm where nuances of the said materials resonate in different and multiple ways, having found a new lease of life in the form of a new work of art."

Department Editor: Mrudula Veitam
Reference Link : https://delhi-fun-dos.com/events/exhibition-tar-art-an-anagram-of-my-life/

HISTORY

TITLE: "UNEARTHING ANCIENT WONDERS: RECENT DISCOVERIES ILLUMINATE MYSTERIES OF THE PAST"

In a recent archaeological breakthrough, researchers have uncovered a trove of artifacts shedding new light on an enigmatic chapter of human history. Excavations in a remote region have unearthed remnants of an ancient civilization, challenging existing narratives and prompting a reevaluation of historical timelines.

Among the discoveries are intricately crafted pottery, tools, and remnants of architectural structures, hinting at a sophisticated society that once thrived in this now-forgotten corner of the world. Radiocarbon dating places these finds at an era previously unaccounted for, pushing back the boundaries of our understanding of human civilization.

Notably, the site reveals evidence of advanced agricultural practices and trade networks, suggesting a level of societal organization that defies conventional wisdom about the region's past. Archaeologists are working tirelessly to piece together the puzzle, hoping to reconstruct the daily lives and cultural practices of this ancient society.

The implications of this discovery extend beyond mere historical curiosity, challenging scholars to reassess established narratives and prompting a broader dialogue on the interconnectedness of human civilizations throughout the ages. As researchers delve deeper into the mysteries concealed beneath layers of time, the latest findings underscore the inexhaustible nature of our quest to comprehend the rich tapestry of human history.

Refererence Link: https://www.uiowa.edu/

LIBRARY

SUGGESTED STRATEGIES FOR SEARCHING

Don't limit your search to full text only

- Checking the boxes for "Full Text Articles" or "Page Image (PDF)" will restrict the results to full text articles only within the database itself.
- If a database lacks the full text of an article you need, follow InfoLink to locate full text in other electronic resources.

Choose what part of the bibliographic record to search within

- In most databases, a simple keyword search includes the article title, the author, and assigned subject terms. It might also include the text of an abstract, content notes, and more.
- In most databases, you can limit your search to a particular field of the record using a pull-down menu.

Use the "controlled vocabulary" (i.e. thesaurus) of each database

- Most databases have their own "approved" subject terms. The terms for the same concept often vary among databases, even within a single discipline.
- Other labels for subject terms are descriptors and subject headings.
- Many databases provide a searchable thesaurus or a browse function that includes subject headings, enabling you to zero in on the terms used for your topic.
- Another way to discover the terms used in a particular database is to conduct a keyword search, then examine the most relevant records you retrieve to see what subject terms are assigned to them.

Use keyword searching intelligently

- Subject indexing is not perfect. How subject headings or descriptors are applied changes over time and with the individual indexer. Keyword searching can complement searches based on controlled vocabularies.
- Keyword searching is useful for proper names, brands, acronyms, etc.
- Keyword searching is useful for innovative concepts and newly coined words.
- Avoid common words like "information" or "library."
- Enclose phrases in quotation marks, e.g. "university library."
- A keyword search can lead you to relevant records, from which you can discover the subject terms used in that database

- these words" or "any of these words."

- In most online resources, look for a button or link labeled "help" near the upper right corner of the screen.

FOOD & HEALTHCARE

NUTRITION FOOD COULD CURE THE MAJOR HEALTH PROBLEMS

Many of the world's biggest health problems are actually food problems. Malnutrition is the leading cause of death and disability worldwide. Poor diets are responsible for around 11 million deaths annually. That's more than tobacco, high blood pressure or any other health risk. We're in the midst of a global epidemic of diet-related chronic diseases.

Despite the well-documented connection between nutrition and health, we're not doing nearly enough in the US or globally to integrate food and nutrition into our health systems. In nearly every country, for instance, soon-to-be doctors receive thousands of hours of medical training, but little if any of that training focuses on nutrition and healthy food. Many health insurance plans cover the cost of treating an illness, but not preventing it through healthy food and nutrition programmes.

The biggest issue is a lack of consistent access to affordable, nutritious food. Nearly one in three people around the world did not have access to adequate food in 2020, resulting in rising rates of undernutrition and overnutrition globally. Even in the US, more than one in ten people do not have reliable access to nutritious foods.

In the future, nutritious food could hold the key to a revolutionary new healthcare system one that uses food to help treat patients when they're sick and help prevent them from getting sick in the first place.

Department Editor: Madhura Vaidya

Reference Link:- https://www.weforum.org/agenda/2023/01/nurition-health-food-davos23/

CULTURE & CUISINE

WEST BENGAL DISHES YOU MUST TRY!!!!

- Mishti Doi:

Mishti Doi is a sweetened yoghurt dish that is served at the end of supper and serves as a sweet dish. Though served all around the country now, it was initially made famous by Bengal. Try it if you have a sweet tooth.

- Chholar Dal:

One of the Bengali's favourite dals, this dish is made with chana dal as the main ingredient. With its slightly sweet and spicy taste, the dal is perfect to eat with rice or Luchis. Addition of delicious spices like bay leaves, coconut bits and cinnamon increases the taste manifold. Although one may get a lot of gourmet dishes, the real Bengali taste is in the simple dishes prepared in the common Bengali household.

- Luchi:

A deep-fry delicacy, no Bengali household can ever complete a celebration without Luchis. Prepared with maida instead of the atta flour which is used to make chapattis, this delicacy looks like smaller sized, fluffy, deep-fried chapattis, with a golden glow. The crispy Luchis are a mandate for all the important small celebrations that take place in the Bengali household.

- Alur Dom:

Although there are different ways to prepare this dish made of potatoes, it continues to be a hit in the regular Bengali household. If there is nothing else in the house, potatoes always come to the rescue. The dish can be incorporated with many different spices and prepared in many different ways. It is most commonly eaten with Luchi, another Bengali delicacy.

- Sandesh:

The most popular sweet from the Bengali state, this dish is made of khoya, a version of condensed milk and is heavenly in taste. This sweet is neither overly sweet thus allowing people with a non-sweet tooth to enjoy too. One should definitely try this delectable West Bengal food item.

Department Editor: Sanjana Shetty.
Reference link: https://www.holidify.com/pages/bengali-food-199.html

TRAVEL & TOURISM

ADD SPICE VILLAGE TOURS TO YOUR GOA ITINERARY; HERE'S WHY

Goa is that proverbial coat of many colours. There are so many things about this coastal state that have inspired travellers, domestic and international, to spend their holidays in Goa. For some it is a dream destination. Such is the charm of the good old Goa. But what is it about Goa that you love the most? Is it the sea, the beaches, the cafes, the people? Have you thought about the spice villages in Goa?

If you are none too aware of the aforementioned spice villages, we are here to help you out. Here's why you need to add spice village tours to your itinerary when in Goa.

The spicy legacy of Goa

The state of Goa enjoys a tropical climate, one that is perfect for growing a wide variety of spices. With Goa's history as a Portuguese colony, one expects Goa to be a hotpot of culinary traditions. And in Goa, when it's about food, you get what you expect. The fusion of Indian and European flavours is evident in Goan dishes, and what makes them so delectable are the spices.

Experience a spice village when in Goa

Guided tour: These spice villages have guided tours that will help you learn more about the spices (of course), how they are cultivated, harvested and processed. It's always fun to find interesting facts about what we are eating almost on a daily basis. These guided tours also means a long and leisure walk through some of the most lush vegetation you have ever come across.

Hands-on experience: At these spice villages, audience participation is a part of the plantation experience. It could be anything from watering a plant to plucking a spice or two, being a part of something fun and educational is always a good thing. When it's an immersive experience, we learn more and we remember more.

Cooking and tasting session: Some of these spice villages also have cooking demonstrations that you can be a part of. And when there's cooking, tasting can't stay behind. Most of these spice villages have dining areas where you can order yourself a hearty lunch of dishes prepared using the home-grown spices.

Herbal Remedies: Another great thing about visiting these spice villages is that you get to learn a lot about the medicinal properties of various spices and herbs, and their recommended usage.

Which one to visit? There are several big and small spice villages in Goa. boasts several spice villages, each offering a unique experience. The Sahakari Spice Farm, Savoi Plantation, and the Tropical Spice Plantation are some of the best and most famous spice plantations in Goa.

Department Editor: Vidhi Bhatada
Reference link: https://timesofindia.indiatimes.com/travel/destinations/add-spice-village-tours-to-your-goa-itinerary-heres-why/articleshow/104341111.cms

SPORTS

INDIA DEFEAT AUS BY 6 RUNS IN NAIL-BITING FINISH, SECURE SERIES 4-1 IN T20 SERIES

IND vs AUS, Pacer Arshdeep Singh gave just 3 runs in the final over as India secured a nail-biting victory against Australia in the 5th T20 international. Mukesh Kumar clinched 3 crucial wickets while Ravi Bishnoi also displayed the magic of his spin. India won the 5-match series 4-1 against Australia.

Travis Head and Josh Phillippe began the 161-run chase for Australia. The opening duo started on an explosive note with 14 runs off the first over of Arshdeep Singh. Mukesh Kumar was quick to break the opening partnership as he dismissed Josh Phillippe

Team India vice-captain Shreyas Iyer slammed a magnificent half-century to take India towards a fightable score of 160/8 after 20 overs. India struggled against the sharp Australian bowling and lost wickets regularly with only Shreyas Iyer and Axar Patel managing to put some runs on the scoreboard.

Team India is in a sensitive position as the wickets are falling in quick succession with Australian pacers dismissing Yashasvi Jaiswal, Ruturaj Gaikwad and Suryakumar Yadav in quick succession. Rinku Singh and Shreyas Iyer are on the crease attempting to stabilise the Indian innings.

Australian skipper Matthew Wade won the toss and chose to bowl first. Team India openers Yashasvi Jaiswal and Ruturaj Gaikwad walked to the crease and started India's innings while pacer Aaron Hardie and Jason Behrendorff are leading Australia's pace attack

The Men in Blue have already clinched the series with a win in the fourth T20, but a 4-1 victory could help make the series memorable for Surya, who is leading the Indian side for the first time in international cricket.

Speaking of Surya, all eyes will be on the Indian skipper, who will be looking to capitalise on his good starts in the series and post a big score to boost his confidence ahead of the upcoming T20 series in South Africa. While the Indian batters have been in exceptional form, some players like Jitesh Sharma will be looking to consolidate his place in the Indian XI and others like Axar Patel will be looking to return to good batting form.

Meanwhile, the Aussies, led by Matthew Wade, will be looking to end their final T20 with a big win and finally end an extended tour of India.

The final match of the series is likely to be a high-scoring affair as the pitch conditions at the Chinnaswamy, coupled with the small boundaries, have made batting easier at this venue in the past.

Department Editor: Chirayu Kadam
Reference link: https://www.livemint.com/sports/cricket-news/india-vs-australia-t20-series-full-schedule-squads-match-timing-when-and-where-to-watch-and-more-11700615046758.html

SOCIAL ISSUE

WOMEN AND WATER CRISIS IN INDIA- NASSO REPORT

According to the Data released by National Sample Survey Office, economic growth may not have touched the lives of these women and water crisis is looming in villages because of overharvesting of ground water.

Every second woman in rural India walked an average 173 km to fetch potable water in 2012 making her trek 25 km longer than what it was in 2008-09. With per capita availability of water in India falling the report shows that dependence on depleting ground water for drinking purposes in rural India is on the rise as more accessible sources are drying up. As a result in 2012 about 54% of rural women had to travel between 200 meters and five kms daily to get drinking water. They walked 20 minutes in a day on an average and spent another 15 minutes at this source.

Every second rural woman spending 210 hours in a year for fetching water also meant loss of 27 days of wages for these households. Collectively these women covered 64,000 times the distance between the earth and the moon. The NASSO data also shows that 70% of the rural women from states such as Chhattisgarh, Manipur, Odisha and Jharkhand had to travel some distance to draw water. The daily time spent on this exercise was the highest in Jharkhand (40 minutes). It was followed by Bihar (33 minutes) and Rajasthan (30 minutes). It was the lowest for Assam (10 minutes) in rural India and Delhi (6 minutes) among urban parts of the country.
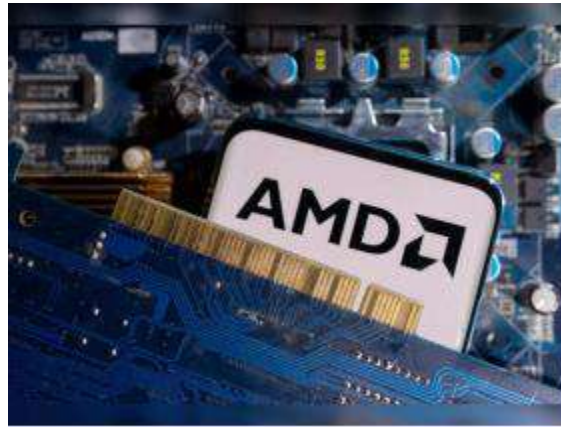
The women had to toll more as the traditional water sources are drying up. The NASSO statistics show that more households are dependent on tube wells or bore wells as principal sources of drinking water in 2012 compared to previous years. About 80% of the country's drinking water needs are met by ground water that is highly contaminated. The NASSO statistics reveal that less than 10% of rural Indian households have the facility to treat water before consuming it while the findings say that 90% of the families get safe drinking water. This data is based on the households' claims and not any scientific study. Also only 1.7% of rural Uttar Pradesh homes, 2.2% in Bihar and 6.6% in Haryana boil, filter or use chemicals and electrifiers to purify water. Even after so many years of Independence potable water remains a distant dream in most of the rural India.

Department Editor: Riya Patil.
Reference Link: https://azadindia.org/social-issues/women-and-water-crisis-in-india-NASSO-report.html

ARTICIAL INTELLIGENCE

MD'S AI SOLUTIONS FOR DATA CENTERS GENERATE GOOD INTEREST

Chipmaker AMD's latest product Instinct MI300 Series Artificial Intelligence (AI) accelerators is generating good demand from data centre operators.

The Santa Clara-based semiconductor company on Wednesday introduced multiple new products, including the AMD Instinct MI300 Series data centre AI accelerators, ROCm 6 open software stack with new features supporting large language models (LLMs) and Ryzen 8040 Series processors with Ryzen AI.

The largest data centre infrastructure providers, including Dell, have announced plans to integrate AMD Instinct MI300 accelerators across their product portfolios. During the launch, Microsoft informed how it is deploying the product to power the new Azure ND MI300x v5 Virtual Machine (VM) series optimised for AI workloads.

During the launch, Microsoft informed how it is deploying the product to power the new Azure ND MI300x v5 Virtual Machine (VM) series optimised for AI workloads.
At the same time, HPE announced plans to bring AMD Instinct MI300 accelerators to its enterprise and HPC offerings.

"AI is the future of computing and AMD is uniquely positioned to power the end-to-end infrastructure that will define this AI era, from massive cloud installations to enterprise clusters and AI-enabled intelligent embedded devices and PCs," AMD Chair and CEO Lisa Su had said.

The company is witnessing a strong demand for new Instinct MI300 GPUs. These are the highest-performance accelerators in the world for generative AI, she noted. Talking about the potential growth in the AI space, she said the market is expected to grow at a cumulative annual growth rate of 70%.

Reference link: [AMD's latest AI solutions for data centres generate good interest - The Economic Times (indiatimes.com)](#)

STUDENT'S SECTION

FLASHMOB FRENZY! STUDENTS AND COMMUNITY CELEBRATE UPCOMING UBUNTU

The air crackled with anticipation as students gathered around the central courtyard of our college last week. Little did they know, they were about to witness a spectacle that would set the stage for the upcoming cultural extravaganza, UBUNTU.

Emerging from the crowd, a group of students clad in vibrant attire launched into a captivating dance performance. Their synchronized steps and infectious energy were a fusion of traditional Indian styles, infused with a contemporary twist. The music, a pulsating blend of classical and folk rhythms, held the crowd spellbound.Students clapping along, swaying to the music, and creating a vibrant atmosphere. The air filled with laughter, cheers, and the joy of shared experience.

This energetic performance was not just a flashmob; it was a powerful symbol of the spirit of UBUNTU. It represented the college's commitment to celebrating diversity, creativity, and passion. It was a testament to the talent and dedication of the students who put their hearts into organizing this event.

The success of the flashmob has left everyone buzzing with excitement for the upcoming fest. The energy and enthusiasm on display were a clear indication that UBUNTU is set to be an unforgettable experience.

So, mark your calendars! Get ready to immerse yourself in a day of music, dance, art, and more. The countdown to UBUNTU has officially begun!

Don't miss out! Stay tuned for updates on the upcoming events and prepare to be amazed.

Department Editor: Sneha Okate

Chikitsak Samuha's
Sir Sitaram and Lady Shantabai Patkar College of Arts & Science, and V. P. Varde College of Commerce & Economics.
(An Autonomous college affiliated to University of Mumbai)

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COURSES AVAILABLE

UG SCIENCE

- 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 Mangement 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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