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VSIT EXPRESS



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“Enlightening minds. Inspiring perspectives”



COLLEGE EVENTS



CINEVISTA



Image Credits:Aryan Surve

CineVista, an intra-collegiate cinematic arts festival by the Department of Mass Media at VSIT, unfolded from 10:00 am to 5:00 pm. Esteemed judges, Mr. Chetan Mathur, a director, writer, and media trainer, and Mr. Mahendra Teredesai, a director and film professional, graced the event. Anchors introduced the dignitaries and provided an event overview. The judges and dignitaries lit the lamp, followed by an invocation of Saraswati Vandana.

Vice Principal Prof. Asif Rampurawala and Chief Academic Officer Ms. Lakshmi Kavitha addressed the audience. The first segment showcased cinematic representations of social issues and films spanning genres like thriller, suspense, drama-com-

edy, and romance, all created by Mass Media students.

After a brief break, the second segment featured captivating student-captured visuals in the photography category. The competition included 26 short films and 72 photographs, and as judges deliberated, the audience displayed their talents on stage. The highly anticipated winners were announced by the judges, who praised the participants' creativity and spirit. Anchors expressed gratitude to the judges, faculties-in-charge, organizers, and the audience.

-Pallavi Singh

Vidyalankar NSS Unit Wins Prestigious Awards



Vidyalankar School of Information Technology NSS Unit has been awarded with Best NSS Unit Award and the Programme Officer Mr. Vijay Maruti Gawde Sir has also been awarded Best NSS Programme Officer Award for the AY 2021-22 in the Mumbai City Zone by the University of Mumbai. This award is presented for the College NSS units for their contribution towards the community through social initiatives for 3 consecutive academic years.

-Janhavi Utekar

EXPLORING LEGAL BOUNDARIES IN MEDIA & ENTERTAINMENT



Image Credits:Aryan Surve

The Department of Mass Media at BAMMC hosted an engaging guest lecture on “Navigating Legal Boundaries in Media & Entertainment” in the Y-block seminar hall on August 24, 2023. Led by Ms. Savani Vaze, a Legal Counsel at LESC Chambers, Bombay High Court, and a versatile writer, content creator, and performer, the session kicked off with an exploration of the Legal Act. Delving into media law and ethics, Ms. Vaze offered valuable insights into Patents, Copyright, and Trademark regulations, enriched by her own case experiences. The lecture was interactive, culminating in a participatory activity that summarized Media Laws and Ethics while fostering active engagement. Overall, it provided students with a comprehensive understanding of this intricate field.

-Janhavi Utekar

The DE&I (diversion, equity, and inclusion)



Image Credits:Aryan Surve

On July 26, 2023, VSIT's Mass Media department organized a 'DE&I Workshop' at the Y-block seminar hall for SY and TY students. The event featured Mr. Harish Iyer, Head of Diversity, Equity, and Inclusion at Axis Bank LTD, as the guest speaker. The workshop, conducted from 10:00 am to 2:00 pm, began with a student introducing Mr. Harish Iyer and highlighting his role as an equal rights activist, particularly advocating for the LGBTQ

community. Mr. Iyer emphasized the importance of equity and diversity in today's society, addressing the challenges faced by the LGBTQ community and Axis Bank's efforts to promote LGBTQ employment. Throughout the session, Mr. Iyer engaged students with interactive activities, shared personal experiences, and discussed societal changes towards greater equality. The workshop concluded with valuable insights, followed by a vote of thanks from a student. The event left students inspired, informed, and enthusiastic about diversity, equity, and inclusion.

- Shruti Wagaralkar

MVM EVENTS



Image Credits:YASH PEDNEKAR (TYBMS)

The first event of marathi vangmay mandal was organized on 30th June 2023 at 10:00 am which was “DINDI CHALI”.



Image Credits:TANUJ MERCHANT (TYBSCIT)

The third event of mvm was an activity of letter writing that is “PATRAS KARAN KI”, organized on 18th July 2023 at 12 pm in the reading room.



Image Credits: ARYAN YADAV (TYBSCIT)

The second event was on 28th July 2023 at 12 pm in the auditorium which was “CINEMA AANI BARACH KAHI”, where the students were invited for a movie screening



Image Credits:TANUJ MERCHANT (TYBSCIT)

The fourth event of mvm was a promotional event for Shraavan “FLASHMOB” and “MUSIC JAMMING”, organized on 24th August 2023 at 12 pm near tree area.

-Pallavi Singh

MEDIA – THE CONSCIENCE KEEPER OF SOCIETY



Image Credits:Aryan Surve

On August 9, 2023, VSIT's Department of Mass Media hosted a workshop in the Auditorium for all three batches of media students. The workshop, titled 'Media – The Conscience Keeper of Society,' featured Mr. Yogesh Pawar as the main guest and

speaker. Mr. Pawar, a Freelance Journalist with experience at prominent media outlets like The Indian Express, NDTV, Rediff, Elle, and DNA, discussed various aspects of journalism. The workshop began with a student introducing Mr. Yogesh Pawar, followed by an interactive session where students shared their thoughts on journalism. Mr. Pawar delved into the distinctions between 'noise' and 'news' in media, highlighting how media often neglects common people's issues while focusing on celebrity lifestyles. Students actively participated, asking questions, and TY Journalism students conducted a quick interview with Mr. Pawar. The engaging workshop concluded with a Vote of Thanks extended to him.

-Soubhit Mondal

VOICE MODULATION WORKSHOP



Image Credits:Aryan Surve

The Voice Modulation Workshop hosted by VSIT's Department of Mass Media on August 8, 2023, was a resounding success, thoroughly enjoyed by the students. Held in the M-block Auditorium, the session featured the esteemed guest, Mr. Prasad Phanse, a veteran voice-over and dubbing artist with

over three decades of experience in the media industry. Mr. Phanse, known for his multi-talented voice and dubbing skills, commenced the workshop, which was conducted by Prof. Anindita Banerjee, Head of the Department at VSIT. The session, held from 12:00 pm to 1:30 pm, began with an introduction to Mr. Phanse and the significance of voice modulation in the industry.

Mr. Phanse elaborated on the use of sound in dubbing and actively engaged students, who performed dubbing for famous personalities. He also shared videos showcasing his work. The workshop concluded with a speech and a heartfelt vote of thanks to Mr. Prasad Phanse, leaving students both entertained and enlightened.

-Krutarth Tare

India Conquers the Moon's South Pole



Image Credits: <https://thewire.in/space/isro-attempts-to-restore-communication-with-vikram-lander-pragyan-rover>

India Achieves Historic Moon South Pole Landing. On August 29, 2023, India made history by becoming the first nation to land on the Moon's south pole. The Vikram lander successfully touched down on August 23rd, joining an elite group of nations, including the United States, the former Soviet Union, and China. The Vikram lander carries the Pragyan rover, which will collect essential data on lunar soil and minerals. Chandrayaan-3 showcases India's cost-effective space mission capabilities, following the 2019 Chandrayaan-2 landing failure.

-Vineet Rane

Historic Women's Reservation Bill Passed in Parliament

The Rajya Sabha approved a significant bill reserving one-third of seats for women in Lok Sabha and state Assemblies, garnering 215 votes in favor with none against it. Prime Minister Narendra Modi highlighted its transformative potential, boosting confidence and women's empowerment. The Lok Sabha had previously passed the bill with near unanimity, recording 454 votes in favor, with only two from AIMIM opposing it. Union Home Minister



Image Credits: <https://www.ndtv.com/india-news/womens-reservation-bill-clears-parliament-in-historic-step-towards-becoming-law-4411972>

Shah assured a transparent process for seat allocation. This landmark legislation reflects the collective positive thinking of political parties, ushering in a new era of gender parity.

-Vaidehi Satardekar

Revamping India's Crime Laws: A Look at the Three New Bills



Image Credits: <https://www.indiatoday.in/india/story/government-brings-in-three-bills-to-revamp-indias-crime-laws-crpe-amit-shah-lok-sabha-2419541-2023-08-11>

India has made a crucial step towards changing its law enforcement framework with the presentation of three new bills in the Lok Sabha. These bills, which were put forth by Home Minister Amit Shah, which aims to modernize and strengthen India's criminal laws. The bills seek to replace the Indian Penal Code, Code of Criminal Procedure and the Indian Evidence

Act. The Bharatiya Nyaya Sanhita, 2023, the Bharatiya Nagarik Suraksha Sanhita, 2023, and the Bharatiya Sakshya Bill, 2023 will be shipped off a parliamentary board for additional investigation, Shah said. Sedition is punishable with life detention or with detention which might stretch out to three years.

The Centre will present the arrangement of the death penalty in mob lynching cases. The new bills propose changes in discipline for rape. It likewise has arrangements for punishment for revealing the identity of rape survivors.

-Shruti Shinde

Aditya L-1 Successfully Launched; ISRO Embarks on a Mission to Study the Sun



Image Credits: https://www.isro.gov.in/AdityaL1_gallery.html

On September 2, ISRO launched the first space based Indian mission to study the sun. Aditya L-1 was successfully launched from the Satish Dhawan Space Centre in Sriharikota at 11:50 IST. The spacecraft is designed to study the sun from a halo orbit positioned at the Lagrange point 1 (L-1) 1.5 million kms away from the Earth. This mission aims to observe solar activities and its effect on space weather. The third Earth-bound manoeuvre was successfully performed on September 10 on attaining the 296 km x 71767 km orbit. Ground stations at Mauritius, Bengaluru, SDSC SHAR (Sriharikota) and Port Blair tracked the satellite during its operation. After the final Earth-bound manoeuvre on September 15 Aditya L-1 will begin its 110-day trajectory to L-1.

-Sakshi Ghadigaonkar

India - UK Launch Infrastructure Financing Bridge for Investment Boost.



Image Credits: <https://currentaffairs.adda247.com/india-and-uk-launch-infrastructure-financing-bridge/>

India and the United Kingdom have jointly unveiled the Infrastructure Financing Bridge during the 12th Economic and Financial Dialogue (EFD), signaling a shared commitment to unlocking significant investment opportunities in India's infrastructure sector.

Key Objectives:

In a joint statement by Finance Minister Nirmala Sitharaman and UK's Chancellor of the Exchequer Jeremy Hunt, the partnership aims to:

1. Leverage UK Expertise: The UK's financial and project management expertise will play a pivotal role in India's infrastructure development.
2. Tap into India's Potential: Recognizing India's role as a global tech and fintech investment hub, the collaboration seeks to harness its contribution to global economic growth.

The UK-India Infrastructure Fi-

ancing Bridge (UKIIFB): Led jointly by Niti Aayog and the City of London, the UKIIFB's launch is a centerpiece of this collaboration. Its primary goal is to unlock infrastructure investment opportunities, leveraging the City of London's expertise in structuring major projects.

Long-Term Investment Focus:

The partnership's focus is on securing long-term investments in critical Indian infrastructure sectors, emphasizing stability, sustainability, and effective risk management.

Sustainability and Environmental Focus:

This partnership places a strong emphasis on sustainable, eco-friendly infrastructure projects that align with the principles of the Sustainable Development Goals, promoting a greener and more resilient future.

-Vaidehi Satardekar

Historic New Delhi Declaration at G20 Summit

During the G20 Leader's Summit in New Delhi, leaders made history by unanimously adopting the New Delhi Declaration.

This remarkable achievement saw all 83 paragraphs passed with 100% consensus, including the agreement of China and Russia, marking the first time without footnotes or a Chair's Summary.

The declaration, the most ambitious to date, comprised 112 outcomes and annexed documents, setting a new standard.

A significant milestone was the launch of the Global Biofuels Alliance by Prime Minister Modi, President Biden, President Luiz Inacio, President Alberto Fernández, and Prime Minister Giorgia Meloni, highlighting India's G20 Presidency priorities. Brazil, India, and the United States, as biofuel leaders, will work together to develop this alliance.

Additionally, a mega India-Middle East-Europe Economic Corridor was announced by India, the US, Saudi Arabia, and the European Union. This corridor aims to boost economic integration and connectivity between Asia, West Asia/Middle East, and Europe through rail and shipping networks.

A historic moment was the inclusion of the African Union as a permanent member of the G20, reinforcing the group's commitment to global inclusivity.

-Vaidehi Satardekar

CURRENT AFFAIRS

India's Likely to be Renamed Bharat; Sparks Discussion

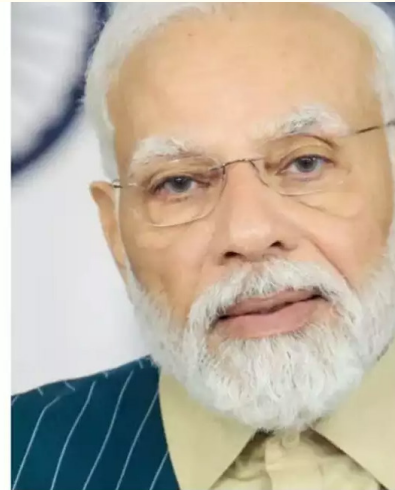
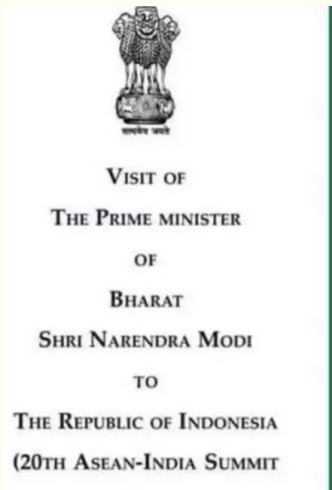


Image Credits: <https://www.timesnownews.com/india/india-or-bharat-china-wades-into-indias-internal-matter-mouthpiece-offers-g20-advice-to-pm-modi-bharat-india-name-change-latest-news-today-article-103452545>

The debate over renaming "India" as "Bharat" has gained prominence in 2023. It began when President Draupadi Murmu used "Bharat" in G20 invitations and booklets, sparking discussions across the country. Pakistan has long desired this change, seeing "India" as a colonial legacy. Signs of the change, like "Bharat" on Asia World Cup jerseys, have emerged, with a projected cost of Rs 14,304 crore for the renaming.

Prominent figures have weighed in on the issue. Shashi Tharoor emphasized the brand value of "India," while Mamata Banerjee noted

its international recognition. Arvind Kejriwal questioned the motive behind the change, linked to the I.N.D.I.A. alliance of opposition parties. Jairam Ramesh highlighted the G20 dinner invite, and Virender Sehwaag advocated for returning to the original name "Bharat."

The word "India" is debated as either an 'abuse' or 'inestimable brand,' with historical roots in the Sanskrit "Sindhu." Harnath Singh Yadav called it a British imposition. A special five-day parliament meeting is planned for this topic. While the ruling BJP denies an official name change, "Bharat" is expected to see increased use in official communications. In summary, the proposed renaming of "India" to "Bharat" has ignited a widespread debate, carrying political, historical, and branding consequences. As deliberations persist, it continues to be a topic of keen interest and global attention.

- Vaidehi Satardekar

Russia's Luna 25 Crashes into the Moon



Image Credits: <https://www.businessinsider.com/russia-luna-25-crash-land-on-moon-2023-8?IR=T>

Russia's Luna 25 Moon Mission Ends in Crash On August 28, 2023, Russia's Luna 25 spacecraft crashed at the Moon's south pole during its landing attempt, concluding its first lunar mission in nearly 50 years. The mission aimed to explore areas with potential frozen water and precious elements. Launched on August 10, Luna 25 was expected to land between August 17 and August 23. This setback highlights the challenges of lunar landings.

The failure may impact President Vladimir V. Putin's standing, given his reliance on Russian space successes. The fate of Russia's remaining Moon missions, the Luna 26 orbiter and Luna 27 lander, is now uncertain following Luna 25's failure.

-Vineet Rane

Running Kerala Train set on Fire by a Passenger



Image credits: Hindustan Times (<https://www.hindustantimes.com/india.html>)

In Kerala a recent incident, a case of arson and damage to public property was reported. The incident occurred on the Kannur-Ernakulam Inter-City Express in Kerala. The express train was observed to be on fire at approximately 4:15 pm. The police have taken a passenger into custody, but the identity of the suspect remains undisclosed. Fortunately, none of the passengers were injured, as the incident was an attempted act of arson. Over the past few weeks, several fire-related incidents have been reported, and legal actions have been initiated against those involved in such criminal activities.

-Trupti Subhedi

Prime Minister launches Amrit Bharat Station Scheme in 13 railway



Image Credits: <https://www.zoomnews.in/en/news-detail/pm-modi-launches-amrit-bharat-station-scheme-beginning-of-a-new-chapter-in-railway-history-1.html>

Prime Minister Narendra Modi inaugurated the Amrit Bharat Station Scheme (ABSS) via a television link, marking the revitalization of 13 railway stations nationwide. This initiative involves the renovation of 508 stations across various states, with an investment of ₹25,000 crore. In our state, 13 railway stations will receive a modern upgrade, supported by an investment of ₹303 crore. These upgraded railway stations will not only enhance the passenger experience but also become iconic city landmarks. The integration of multi-modal connectivity will transform these stations into hubs of socio-economic activity in their respective regions.

-Anmol Chauhan

Kerala, India, Battles Fourth Nipah Virus Outbreak Since 2018 with Two Deaths



Image Credits: <https://www.telegraph.co.uk/global-health/science-and-disease/nipah-virus-outbreak-kerala-india-deaths-infections/>

India's Kerala state faces its fourth Nipah virus outbreak since 2018, with two recent deaths prompting school and office closures. Nipah, discovered in 1998 during a Malaysian and Singaporean pig farm outbreak, can infect humans directly through bat and pig fluids, potentially transmitting between humans. There are no vaccines, and the virus carries a 70% mortality rate. Treatment primarily involves supportive care. Initial symptoms include fever, respiratory distress, headaches, and vomiting, often progressing to encephalitis and seizures, sometimes leading to a coma. Scientists worry about potential mutations in bat-borne strains, posing a higher transmission risk.

-Vaidehi Satardekar

New map released by China transgressing the Indian territory; New Delhi protests

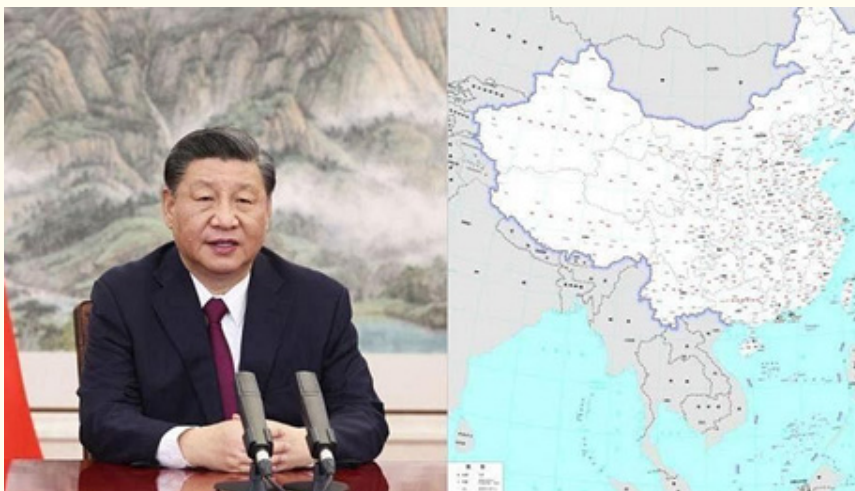


Image Credits: <https://images.app.goo.gl/NqUo8jBRFmSsJNQU9>

On August 29, India lodged a strong protest against China for releasing the new map that showed the Indian state of Arunachal Pradesh, Aksai Chin, as well as the entire South China Sea. In response to the protest, the Chinese Foreign Ministry spokesperson Wang Wenbin said, "It is a routine for China to exercise sovereignty in accordance to the law." He further added, "We hope the relevant side can stay calm and objective, and refrain from over interpreting" Indian Foreign Minister Dr S. Jaishankar said that the government "is very clear about what is our territory" and "making absurd claims does not make other people's territory yours." The Opposition party in India urged the Modi Government to use the upcoming G20 Summit to "expose" China's transgressions into the Indian Territory. Congress also said that the "habitual offender" China cannot change the map arbitrarily. Although these territories were also displayed in the previous Chinese maps, the issue of new maps in 2023 created a stir and can add to the predominant territorial tension between the two nations.

-Sakshi Ghadigaonkar

Unpredictability in Maharashtra's 2024 Chief Ministerial Race.

The last Assembly elections were in 2019, and the upcoming political race is set for October 2024 or earlier. The NDA government, led by BJP and CM Eknath Shinde of Shiv Sena, aims to retain control. The potential CM candidates include Devendra Fadnis from BJP and Eknath Shinde from SHS. Given the current situation, it's likely that alliances will be crucial for any party to govern. Whether the NDA alliance will form the government remains uncertain. With over a year until the elections, the outcome remains to be seen.

-Shruti Shinde

SPORTS

Indian Teen Chess Wizard Praggnanandhaa given Hero's Welcome



Image Credits: <https://www.livemint.com/sports/news/r-praggnanandhaa-loses-chess-world-cup-final-to-magnus-carlsen-in-tiebreak-match-11692876423322.html>

R Praggnanandhaa given a rousing welcome at Chennai Airport after arriving in the city following his runner-up finish in the recently concluded FIDE World Cup held in Baku. The mood outside the arrival hall of the Chennai International Airport was festive as soon as dawn broke on Wednesday as the city awaited the arrival of chess whizz kid R. Praggnanandhaa. The welcome party had everything in place, from banners extolling his feats to heavy percussion music and trumpets belting out old film songs with folk dance artists braving the heat and humidity of Chennai to create an at-

mosphere orevelry A massive gathering of people, including government officials, students from his school Velammal Vidyalaya and a seizable media contingent had gathered to accord a hero's reception to the 18-year-old who took the chess world by storm last week as he finished runner-up to Magnus Carlsen in the FIDE World Cup 2023.

-Moksh Mota & Simran Mehta

Vedaant Madhavan Surpasses National Record in 1500m Freestyle Event



Image Credits: <https://news.abplive.com/sports/r-madhavan-son-vedaant-madhavan-wins-5-gold-2-silver-medals-khelo-india-youth>
Vedaant Madhavan, renowned actor R. Madhavan's son created national record in the 1500m freestyle event at the 48th Junior National Aquatic Championships which is being held in Bhubaneswar. With the new national record, Vedaant bagged a gold medal. He reportedly clocked 16:01.73 to leap over Advait Page's record of 16:06.43 seconds which was created in 2017.

-Mahesh Iyer

Neeraj Chopra Becomes First Indian To Win Gold In World Athletics Championships



Image Credits: <https://www.hindustantimes.com/sports/other/neeraj-chopra-wins-historic-world-athletics-championships-gold-with-incredible-88-17-throw-in-javelin-final-101693159737160.html>

Neeraj Chopra, in a historic moment for Indian athletics, clinched the gold medal in the men's javelin throw event at the World Athletics Championships held in Budapest, Hungary. The 'golden boy of Indian athletics' etched his name in history by becoming the first-ever Indian athlete to secure a gold

medal at this prestigious championship. Neeraj's remarkable achievement unfolded in the early hours of August 28 as he went head-to-head with competitors from around the world. Displaying exceptional prowess, he recorded a stellar throw of 88.17 meters during

his second attempt, solidifying his dominance throughout the event. This outstanding performance not only secured the gold medal for Neeraj but also established him as a trailblazer for Indian sports on the global stage.

-Mahesh Iyer

List Of Records Broken As India Wins Its 8th Asia Cup Title



Image Credits: <https://www.bqprime.com/sports/here-are-the-records-broken-as-india-wins-its-8th-asia-cup-title-bqc>

Team India won the Asia Cup title in the most devastating style where they completely thrashed their opponents Sri Lanka with bat and ball. After winning the toss and opting to bat first, Sri Lanka were bowled out for just 50 runs in 15.2 overs. Mohammed Siraj was the chief destroyer with a 6-wicket haul which included four wickets in the 4th over of the innings. In reply, India did not bother wasting any time and chased down the target in just 6.1 overs and eventually won the final by 10 wickets. The victory ensured India continued their dominance in this multi-nation tournament and won their 8th title. The team also broke multiple records during the course of the final.

-Moksh Mota

Smriti Irani felicitates Gold Medal-Winning Indian women's Blind Cricket team.



Image Credits: <https://aninews.in/news/sports/cricket/smriti-irani-felicitates-gold-medal-winning-indian-womens-blind-cricket-team20230829170651/#:~:text=New%20Delhi%20%5BIndia%5D%2C%20>

Birmingham women's blind cricket team created history on Saturday as it defeated Australia in the finals by 9 wickets and won gold medal at the IBSA World Games. The women's cricket team showed exceptional resilience in the rain-spoiled match and ultimately became the first ever cricket winners at the IBSA World Game Taking the field on 20 August against Australia, the Indian women's

team emerged victorious by a margin of eight wickets, thereby commencing their campaign in a truly impressive manner. Effectively curtailing Australia to a total of 59/6, India adeptly chased down the set target without much adosubsequently, in their subsequent encounter with England, the Indian team exhibited an explosive performance, amassing a total of 268/2 within 20 overs. The stand-out player, Gangavva H., made a remarkable contribution with a 117-run score from 60 balls. This dominant display led to an extensive defeat for the English side, losing by a staggering 185 runs.

-Moksh Mota & Simran Mehta



Image Credits: <https://indianexpress.com/article/puzzles-and-games/info/gukesh-d-becomes-indias-no-1-chess-player-8875365/>

17-Year-Old Grandmaster Gukesh Over-takes Mentor Anand as India's Top Chess Player

Indian chess prodigy and Grandmaster Dommaraju Gukesh has achieved the top spot in India's live ratings, surpassing the legendary Viswanathan Anand. Gukesh's ascent came after he advanced to the third round of the FIDE Chess World Cup in Baku, Azerbaijan, where he defeated GM Misratdin Iskandar, achieving a live rating of 2755.9, narrowly surpassing Anand's 2754.0.

Anand has held the position of India's top chess player in published rankings for 36 years, but this is expected to change when FIDE releases its ratings at the end of the month.

-Moksh Mota

The Ayurvedic Diet



Image Credits: <https://swetavikram.com/what-is-an-ayurvedic-diet/>

The Ayurvedic diet, rooted in holistic Indian medicine, aims to harmonize body and mind through a focus on whole foods. It centers on the concept of doshas (body types): Pitta, Vata, and Kapha. Each dosha corresponds to specific dietary recommendations. Pitta individuals, characterized by intellect and anger-proneness, should opt for cooling foods, avoiding spiciness. Vata types, creative yet anxious, benefit from warm, moist foods while steering clear of dried fruits and raw veggies. Kapha individuals, calm but prone to weight gain, should avoid heavy foods like nuts and oils, favoring fruits and veggies. Overall, Ayurvedic principles prioritize whole foods, minimizing processed items and red meat. Benefits include improved overall health, potential weight loss, and fostering mindful eating habits.

Food choices are determined by the dosha, with specific recommendations for each:

- Pitta: Poultry, dairy, sweet fruits, sweet and bitter veggies, legumes, grains, and select herbs and spices.
- Vata: Poultry, dairy, ripe sweet fruits, cooked vegetables, legumes, grains, and various nuts, seeds, herbs, and spices.
- Kapha: Poultry, select dairy, specific fruits, asparagus, leafy greens, legumes, grains, and limited nuts, seeds, herbs, and spices.

Each dosha has foods to avoid or limit, based on their properties. While the Ayurvedic diet encourages healthy eating, promotes mindfulness, and may facilitate weight loss, it lacks robust scientific backing. Individual suitability varies, so consult healthcare professionals or Ayurvedic practitioners before making substantial dietary changes. Ultimately, the Ayurvedic diet is a traditional approach rooted in ancient wisdom but should be approached with a degree of caution and personalized consideration.

-Nandita Maggidi

How AI is Changing Our Daily Life for Better or Worse

Artificial intelligence (AI) empowers machines to perform tasks requiring human intelligence, transforming aspects of daily life like education, healthcare, entertainment, and work. It personalizes learning, enhances healthcare, and automates tasks, increasing efficiency.

However, AI presents challenges. Automation may lead to job losses, necessitating support for affected workers. AI algorithms can manipulate social narratives with fake information, demanding discernment in online content consumption. Ethical issues arise when AI produces biased or inaccurate outcomes due to flawed data. Responsible data collection and processing are crucial. Furthermore, AI in weaponry, such as drones and missiles, raises concerns regarding human rights and international law.

Lethal autonomous weapons (LAWs) pose ethical dilemmas as they can engage targets without human intervention. In conclusion, AI revolutionizes life with benefits in learning, health, entertainment, and work. Yet, challenges like job displacement, misinformation, bias, and weapon automation need careful consideration. Responsible and ethical AI usage is essential.

-Chetan Chaudhari

Embracing the Journey; The Art of Traveling Mindfully.

In today's fast-paced world, where rushing to reach destinations often takes precedence over appreciating the beauty of the journey, mindful travel emerges as a transformative approach. Mindful travel goes beyond visiting places; it involves immersing ourselves in the present moment, forming a deeper connection with our surroundings and gaining fresh perspectives

on the world. At its core, mindful travel encourages us to slow down and engage with our surroundings using all our senses. Whether we are strolling along cobblestone streets or hiking amidst nature's wonders, we take the time to observe details, appreciate how shadow dance around us, and listen to the symphony of sounds



in our environment. The key lies in disconnecting from distractions and embracing the authenticity of every encounter. This entails relishing cuisine, engaging in conversations with locals, and partaking in traditions. By doing so, we nurture empathy and understanding that transcend language barriers and nationalities. Mindful travel also prompts us to introspect and reflect. It provides an opportunity to break free from the demands of our routines and open up our minds to new perspectives. Through being fully present during these experiences, we cultivate a sense of gratitude that enriches our well-being. When you set off on your adventure, take a moment to embrace the essence of travel. Keep in mind that it's not about reaching your destination; it's the rewarding journey that brings you there.

-Aryan Surve

The EVOLUTION OF E-COMMERCE: How Online Shopping is Changing Consumer Behavior

Online shopping has revolutionized consumer behavior in recent years, reshaping the way we shop and interact with products and services. The convenience of making purchases from the comfort of one's home or on-the-go has led to a significant shift in buying patterns. Firstly, online shopping has provided consumers with a vast array of options and the ability to compare prices and products easily. This has empowered consumers to make more informed choices, emphasizing value for money. Secondly, the rise of online reviews and social media has amplified the impact of peer recommendations, significantly influencing purchasing decisions. Shoppers now place a premium on user-generated content and seek authentic feedback before committing to a purchase. Additionally, e-commerce has accelerated the trend of personalized shopping experiences. Algorithms analyze customer data to provide tailored product recommendations and promotions, further enticing consumers to buy. Lastly, the convenience of doorstep delivery and hassle-free returns has made online shopping more appealing than ever, reducing the need for

physical store visits. In conclusion, online shopping has fundamentally transformed consumer behavior by offering convenience, choice, and personalization, while social influence and user-generated content have become powerful drivers of purchasing decisions in this digital age.

-Nandita Maggidi



Image Credits: <https://www.comteinfo.com/rpa/5-valuable-insights-on-online-consumer-buying-behavior/>

Embrace Digital Detox for a Healthier You

Digital detox as a concept and practice has been circulating online for a few years. One can even find the term being parodied and made memes out of it on social media. Despite what may seem like beating a dead horse, digital detox continues to be even more relevant with time. Digital detox refers to the act of taking a break from your digital devices for a specific period of time. This can be a result of multiple factors that are having harmful effects on you mentally and physically. Many people get addicted to social media apps. The dopamine cycle of refreshing apps as never-ending content is fed to you nonstop harms you. It is said that the action of pulling down on your homepage to refresh is designed using the same principle used by slot machines for gambling. Like these slot machines, our phones are filled with app logos and user interfaces that are made up of bright and attractive colors that keep us engaged. If being hooked to these apps is not enough, the kind of negative influence that the content on these websites and apps has on you can be damaging. From giving you body image issues to constant negative news being fed to you, they make you miserable. Algorithms designed to serve you tailor-made content make you live in an online echo chamber, where you never learn opposing points of view. You also tend to sit at a single place, all day, getting little to no physical activity. This sedentary lifestyle can have damaging results on your body. Adversely, a new form of medical anxiety has taken over. Smartwatches track your health statistics including your heartbeats, steps, sleep, and activity and are connected to health goals that one can meet by fulfilling them. Fitness obsessives often tend to get anxious over these scores to meet their goals and become neurotic. To detoxify yourself, you can take a few steps - You can start by curating your social media feed to positive content and mindful information. Take a step further and you

can deactivate your accounts temporarily, delete apps and use the time to replenish yourself mentally. This immediately enables you to stop using your phones even less. In general, you can make plans and activities that involve leaving the house and spending time away from your devices even less. These can even include nature walks and treks that will help you reconnect with nature. Smartphones now have features where you can enable them to automatically set the color profile to monochrome greys. You tend to feel less attracted and incentivized to be on your devices. Applications can be set to timers that let you only use them for limited times in a day, thus massively decreasing your screen time. Digital detox is an important process everyone with digital devices must partake in, regardless of their age. In an increasingly digitally dependent life, we must not lose touch with the real world and eventually, ourselves.

-Mudit Kalappa



UNTOLD INDIAN HISTORY

THE BRAVE MARATHA WARRIOR QUEEN – AHILYABAI HOLKAR



Image Credits: <https://vajiramandravi.com/upsc-daily-current-affairs/prelims-pointers/proposal-to-rename-ahmednagar-after-ahilyabai-holkar/>

Widely regarded as one of the finest female rulers in Indian History, Rajmata Ahilyabai Holkar came from a humble background. She was born in the village of Chondi on May 31st 1725, a time where education was limited to men only. Ahilyabai's father was the head of the village and was adamant on teaching her daughter, how to read and write. Most part of her curious and courageous personality came from her father's encouraging attitude. Her marriage into the royal family is an interesting story in itself. While touring the village, Malhar Rao Holkar, the Lord of Malwa territory incidentally met Ahilya and was awestruck looking at the brave young girl trying to fight for her widowed friend's rights. Thus, he decided to marry her to his son Khanderao, when she was only eight years old. For the next few years, she learned about the administration and military matters under the mentorship of her father in law. Through his support, she fearlessly voiced out her opinions in court, and brought reforms and equality in the law structure. This training and experience came handy when her husband, followed by her father in law and son died tragically in 1745 and 1766 respectively. Heartbroken, she kept her pain aside and decided to take over Malwa's reign. Even though some of the nobles objected, the Peshwa granted her the permission and she reigned over Malwa for the next 28 long years bringing about peace and prosperity through her wisdom and compassion towards her fellow countrymen.

-Neha Yadav

HISTORY OF GANESH CHATURTHI



Image Credits: Sujal Mayekar

The festival of Ganesh Chaturthi, also known as Vinayak Chaturthi, is celebrated with great enthusiasm all over India. On this day, Lord Shiva declared his son Ganesha as superior to all other gods and so this festival came to be. Ganesh Chaturthi falls between 19th August and 15th September and lasts for 10 days.

History records the festival being celebrated in Pune as a public event during the reign of Shivaji, the founder of the Maratha Empire in 1630-80. From 1749 till 1818, the Peshwas encouraged the celebrations in Pune.

With the fall of the Peshwa, the Ganesh Chaturthi festival lost its state support and became a private family celebration till its renewal by Lokmanya Tilak. In 1893, Lokmanya Tilak changed the family festival into a large public event. He popularized Ganesh Chaturthi as a major festival in Maharashtra as he travels to different castes and generate patriotic zeal among people against British rule. Lokmanya Tilak commended the yearly household festival of Sarvajanik Ganesh Utsav in his newspaper, and dedicated his efforts to turning it into a major, well-organized public event. The festival starts with colorfully decorated statues of Ganesh being installed in homes. This represents a ritualistic send-off for Lord Ganesha as he travels to Kailash (holy river), taking with him all the sorrows of his devotees.

- Anmol Chauhan

TRIBAL LEADERS: THE UNSUNG FREEDOM FIGHTERS

"For decades, we've celebrated Independence and Republic Day, honoring freedom fighters like Subhash Chandra Bose, Bhagat Singh, Mahatma Gandhi, and Mangal Pandey. Yet, many are unaware of tribal leaders who protested against the British and defended our nation. Let's acknowledge some of these unsung heroes."



<https://pibindia.wordpress.com/2016/08/24/alluri-seetha-rama->

Shri Alluri Seetha Ram Raju

Rebellious from a very young age, he was named by the local people as the "Manyam Veerudu" which translates to the Jungle's Hero. He sacrificed his life while leading the Rampa Rebellion that turned into a guerrilla warfare, where he was shot.



<https://amritmahotsav.nic.in/unsung-heroes-detail>

Rani Gaidinliu

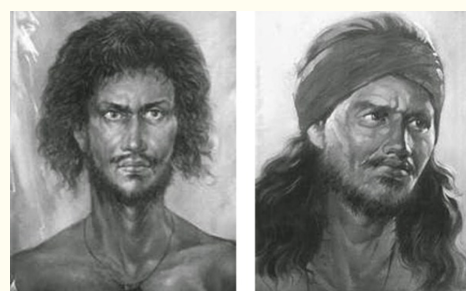
At the age of 16, she became skilled at guerrilla forces and started leading the Naga Community in the fight against British. She and her followers were arrested and sentenced to life imprisonment when the British made a surprise attack on their land. She was bestowed the title of "Rani" for her courage!



https://en.wikipedia.org/wiki/Birsa_Munda

Birsa Munda

Birsa Munda, residing from the tribal area of Chotanagpur, was a tribal and religious leader. He realised that the British intended to push Indians into poverty and enslaving them, by forcefully taking away their lands. His defiance against the seizure of land by the British and middlemen landed him up in prison. He died at the young age of 25, in prison.



<https://www.forwardpress.in/2018/06/tika-manjhi-and-sido-kanhu-not-mangal-pandey-were-the-first-freedom-fighters/>

Sidhu and Kanhu Murmu

The Murmu brothers established a liberation movement against the landlords and British who seized the properties and lands of Santhals. They fought with whatever weapons they had in the Santhal Revolution including bows and arrows. They couldn't stand much against the advanced weapons and succumbed to their injuries. Along with them 20,000 Santhals lost their lives in the revolt.



<https://amritmahotsav.nic.in/unsung-heroes-detail.htm?298>

Shaheed Veer Narayan Singh

When the 1856 famine took place, Narayan Singh raided and stole the entire grain stock belonging to the traders and distributed it amongst the poor. Even though he was arrested for this, he managed to escape and formed an army of 500 men for the 1857 Revolt and sacrificed his life while fighting. He was the first martyr from Chhattisgarh in the revolt.



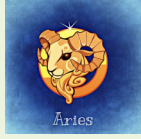
-Anmol Chauhan & Gunjan Naik

It is as important to bring to light and applaud, the sacrifices made by the freedom fighters belonging to the minorities, as it is to celebrate the famous ones

- Neha Yadav

HOROSCOPE & GAMES

October 2023



ARIES :This month promises a fruitful blend of ambition, assertiveness, and effective communication, setting the stage for significant progress and positive outcomes for Aries Ascendants.



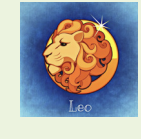
TAURUS : October 2023 unfolds as a testament to their steadfast approach, promising significant achievements and a sense of contentment for Taurus Ascendants.



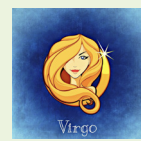
GEMINI :Overall, the month of October 2023 promises a month of intellectual growth, dynamic interactions, and exciting prospects for Gemini Ascendants.



CANCER : This month offers a nurturing and harmonious atmosphere, providing opportunities for meaningful connections and inner fulfillment for Cancer Ascendants.



LEO: October 2023 promises a month of vibrant self-expression, creative endeavors, and opportunities for Leo Ascendants to shine brightly in their chosen pursuits.



VIRGO : The month of October 2023 offers a conducive environment for Virgo Ascendants to make substantial strides towards their goals and to experience a sense of accomplishment and fulfillment in their endeavors.



LIBRA : This month promises a month of enhanced social connections, aesthetic appreciation, and opportunities for Libra Ascendants to create a sense of equilibrium and beauty in their lives.



SCORPIO : The October 2023 offers a profound and introspective atmosphere, providing opportunities for Scorpio Ascendants to undergo significant personal growth and to uncover hidden depths within themselves.



SAGITTARIUS : October 2023 will be a month of exciting adventures, personal growth, and opportunities for Sagittarius Ascendants to expand their horizons and pursue their passions with vigor and optimism.



CAPRICORN : This Month offers a conducive environment for Capricorn Ascendants to make significant strides towards their ambitions and to establish a strong and lasting legacy for themselves.



AQUARIUS : The month of October 2023 promises a month of dynamic ideas, humanitarian efforts, and opportunities for Aquarius Ascendants to bring their innovative vision to life and make a meaningful contribution to the world.

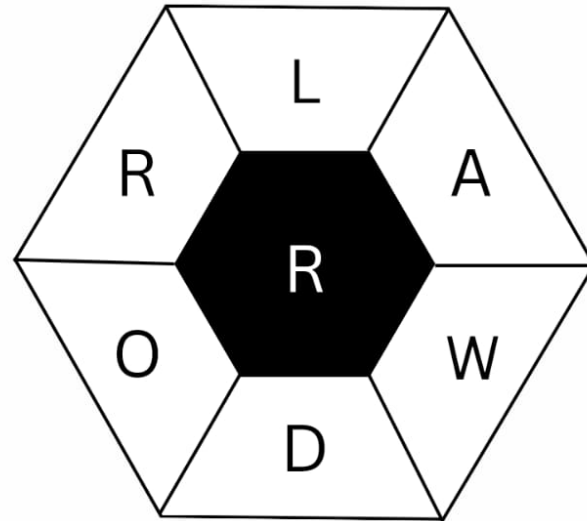


PISCES : October 2023 offers a month of heightened creativity, emotional depth, and opportunities for Pisces Ascendants to explore their inner world and connect with others on a profound level.

- Om Patil

SPELLATHON

Today's Ratings: 08-average 110-good | 12-outstanding



How many words of four or more letters can you make from the letters shown in today's puzzle? In making a word, each letter may be used once only. Each word must contain the central letter. There should be at least one seven-letter word. Plurals, foreign words and proper names are not allowed. The British English Dictionary is used as reference.

Q & A Word Search Puzzle

d	b	t	e	i	o	a	r	c	t	i	c
i	e	w	o	h	a	w	k	i	n	s	e
a	r	d	p	t	z	t	e	r	p	r	o
m	g	v	a	m	a	m	a	e	h	k	i
o	k	u	n	e	r	e	l	m	t	v	m
n	a	y	d	h	c	h	a	r	w	b	o
d	p	t	o	w	i	w	m	u	c	s	n
a	z	h	r	f	o	l	a	t	q	u	a
o	k	c	a	n	c	e	r	a	l	g	l
i	t	e	h	r	i	d	a	m	x	z	i
o	g	e	u	e	r	h	j	l	p	e	s
z	i	r	e	i	t	a	f	a	r	i	a

1. According to Greek mythology, who was the first woman on earth?
2. What is the smallest ocean in the world?
3. What is the painting 'La Gioconda' more usually known as?
4. Which horoscope sign has a crab?
5. Which is the largest dam in India?
6. What's the hardest rock?
7. What Indian spice is also known as "Haldi"?
8. What is the name of first British to visit India?
9. Who was the first Indian to win the Miss World title?
10. First sound movie in India?

Answers-

1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10
1	2	3	4	5	6	7	8	9	10

Planetary Transits Oct 2023

- OCT 1, 2023 Mercury enters Virgo
- OCT 2, 2023 Venus enters Leo
- OCT 3, 2023 Mars enters Libra
- OCT 18, 2023 Sun enters Libra
- OCT 19, 2023 Mercury enters Libra
- OCT 30, 2023 Rahu enters Pisces
- OCT 30, 2023 Ketu enters Virgo

About VSIT EXPRESS

VSIT Express is a student-driven monthly newspaper launched by TYBAMMC Journalism students of VSIT. It was inaugurated in the year 2022 in the esteemed presence of actress Sonali Kulkarni. It is an endeavor that aims to equip Mass Media students with the requisite skills for news gathering and reportage while encouraging readership and an interest in current affairs among college students.

VSIT Express 2023 abides by its tagline, “Enlightening minds. Inspiring perspectives.” It comprises 6 beats, namely Current Affairs (National and International), College Events, Sports, Tech and Lifestyle, Indian Art and Heritage, and Games and Horoscope. Students of the first and second year of the BAMMC department also play their part as junior reporters. This newspaper also features significant achievements made by the students and faculty members of VSIT.

Under The Guidance Of
Prof. Anindita Banerji
(HOD, BAMMC Department)
Ms. Lakshmi Pillai
(Assistant Professor)

BEAT LEADERS & MEMBERS



Editor In Chief: Sakshi Ghadigoankar

Designed by: Vaidehi Satardekar

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Shruti Shinde(SY)

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Pallavi Singh
Janhavi Utekar

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Shruti Wagaralkar(SY)
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Mahesh Iyer (SY)

Tech & Lifestyle
Nandita Maggidi
Aryan Surve

Mudit Kalappa (SY)
Chetan Chaudhari(FY)

Untold Indian History
Gunjan Naik

Neha Yadhav (SY)
Anmol Chauhan(SY)

Games &
Horoscope

Om Patil
Isha Gharat
Simran Salagre

Maadhaym 2023

The department of BAMMC of VSIT hopes to see you at Maadhaym.

Also, look forward to VSIT Express's Special Edition for Maadhaym.

VSIT | Vajirankar School of Information Technology

DEPARTMENT OF MASS MEDIA

Maadhaym

Ordinary Lives.... Extraordinary Stories

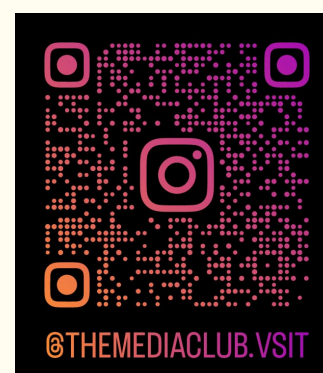
VSIT, Auditorium 10:00 am October 4, 2023

Guest Speakers

 Shri Gauri Sawant Tai Chief guest	 Sandip Kulkarni (Actor)	 Mona Ambegaonkar (Actress)
 Yogesh Pawar (Sr. Journalist)	 Dr. Piyush Raj (Kathak Dancer)	 Dharmendra Jore (Sr. Journalist)

Checkout our website
<https://vsit.edu.in/vsitexpress.html>
to read more of VSIT Express.

Also, checkout and follow the official Instagram page the BAMMC department of VSIT



To receive updates about our new editions.