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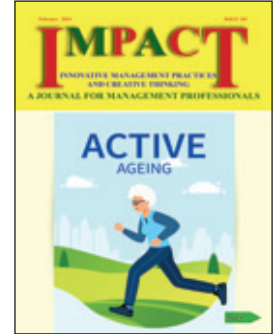
INNOVATIVE MANAGEMENT PRACTICES
AND CREATIVE THINKING

A JOURNAL FOR MANAGEMENT PROFESSIONALS

ACTIVE AGEING



Greetings from **IMPACT**



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Dear Readers,

The landscape of technology, culture, and global affairs continues to evolve at a rapid pace. IMPACT subscribers can anticipate an exciting year ahead, marked by significant developments across various sectors. Here are some key trends and events to watch out for:

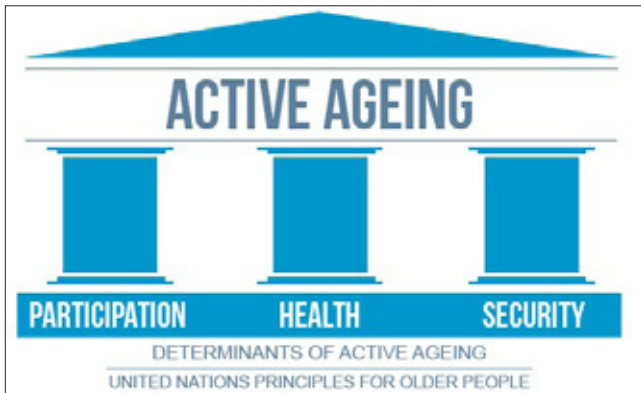
1. **Advancements in Artificial Intelligence (AI):** Expect continued breakthroughs in AI technology, driving innovation in industries ranging from healthcare to finance. AI-powered solutions will become increasingly integrated into daily life, shaping how we work, communicate, and interact with technology.
2. **Renewable Energy Expansion:** With a growing focus on sustainability, 2024 will see further expansion of renewable energy sources such as solar and wind power. Governments and businesses worldwide will prioritize investments in clean energy infrastructure, accelerating the transition towards a greener future.
3. **Rise of the Metaverse:** The concept of the metaverse, a virtual shared space that blurs the lines between physical and digital reality, will gain traction in 2024. Expect to see innovative applications in gaming, entertainment, and social interaction as virtual worlds become more immersive and interconnected.
4. **Global Health and Pandemic Preparedness:** While the worst of the COVID-19 pandemic may be behind us, the need for robust global health infrastructure remains critical. 2024 will be a year of continued vigilance, with a focus on vaccine distribution, pandemic preparedness, and emerging infectious diseases.
5. **Space Exploration Milestones:** The space industry will reach new heights in 2024, with ambitious missions planned by both government agencies and private companies. From lunar exploration to the search for extraterrestrial life, expect significant advancements in our understanding of the universe.
6. **Digital Transformation Acceleration:** The shift towards digital-first approaches will accelerate in 2024, driven by changing consumer behaviors and technological advancements. Businesses will prioritize digital transformation initiatives, enhancing agility, efficiency, and customer experiences.
7. **Geopolitical Shifts and Global Alliances:** As geopolitical tensions continue to shape the international landscape, 2024 will be a year of strategic realignments and diplomatic initiatives. Expect shifts in global alliances, trade dynamics, and regional conflicts as countries navigate complex geopolitical challenges.

In conclusion, 2024 promises to be a year of innovation, adaptation, and resilience. As an IMPACT subscriber, you can stay informed and engage with these transformative trends, positioning yourself to navigate the opportunities and challenges that lie ahead.

Stay connected, stay informed, and together, let's make an IMPACT in 2024 and beyond.

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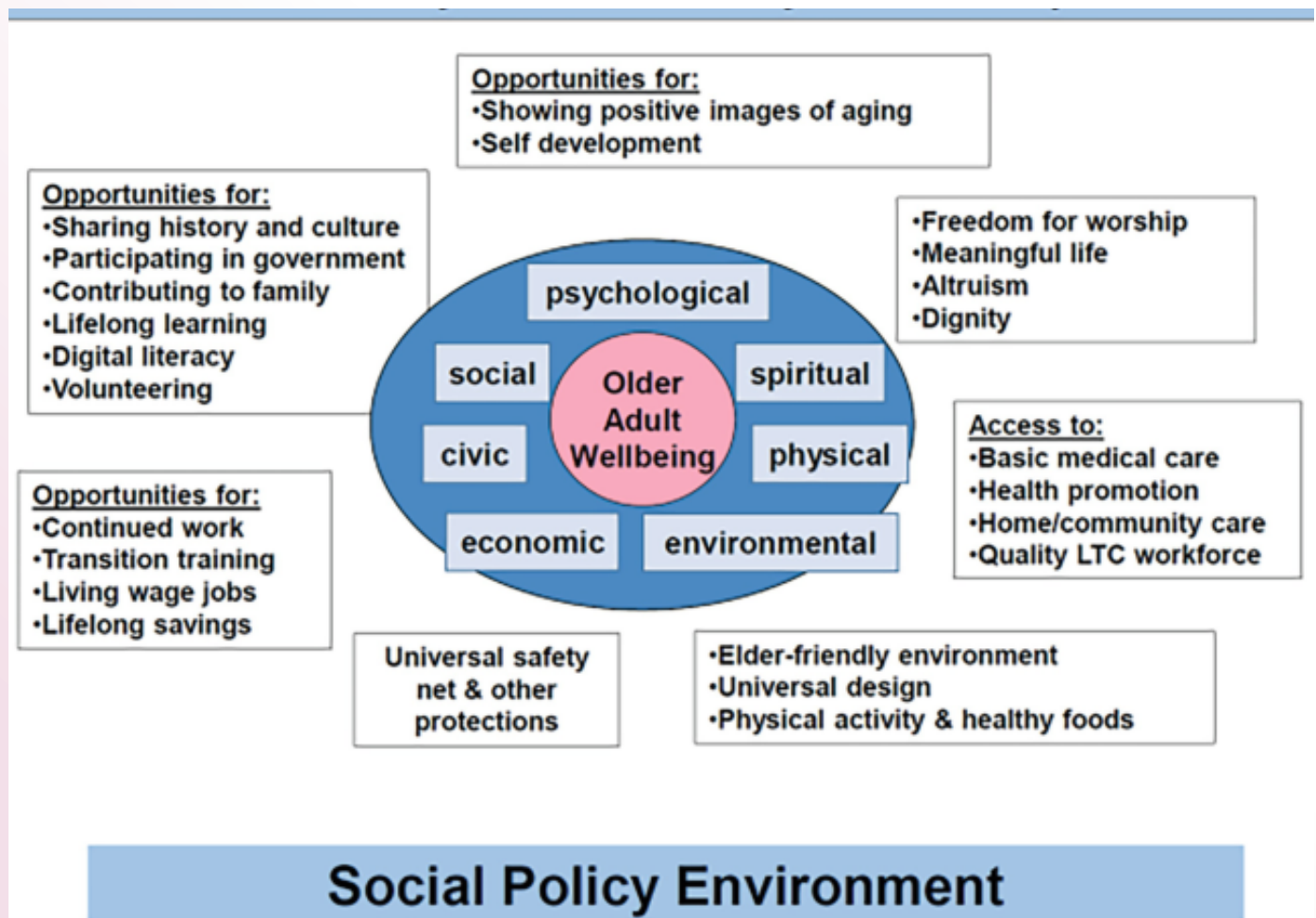
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No More Retirement It's Called "Active Ageing"

The one word which frightens all Corporate citizens is "Retirement". "What will I do when I retire? Where will I settle down? Is my pension enough to maintain my same style of living? Etc....etc..." These are the numerous questions that reverberate in the minds of majority of the retiring employees- all, Central Government, State Government, Public Sector, Private Sector

and what not. Especially in the Government Service, the day a person retires from service, the very next day, he may be ignored, when he just visits the office. In Public Sector, it is not so bad for the initial few months after retirement. So it is no wonder that Senior citizens shudder to think about their situation after laying down their offices. For all these people, a happy news has come....



IT'S NO MORE RETIREMENT.

IT'S CALLED " ACTIVE AGEING."

Silver Lining among Dark Clouds

Nobody retires now-a-days at age 60. Many are extended up to 62, especially in the Government Service at the Senior level.

Many Private Sector Employers have extended their employees' retirement age to 65, in some cases even up to 70.

Many executives become Guest Faculty Members on retirement in the Training Centers of their own organizations.

Many join the Private Training Institutes of their own industry either as full time or part time faculty members.

Some people in our industry become agents- either whole time or part time.

Some join as Office Managers in the offices of Club Member Agents or Senior Development Officers and help in the servicing of their policyholders, utilizing their earlier contacts at the administrative offices.



Many think of retirement only after the age of 70, as they are quite healthy and active till then.

So, how is your retired life?

Do you still think you have retired?

Or you feel you are only actively aging?

Actually, retirement is expanding one's community and relationships.

As a matter of fact, as on date, Senior citizens occupy 7% of our entire population- this figure may double in the next 10 years. They actually have become a strong force to reckon with and a sizable vote bank for the political parties.

A Few Tips for the Seniors

At the same time, Seniors too should follow certain guidelines in their personal and social levels in order to win the love and respect of family members and others.

The 5 'C's-

Don't Criticize.

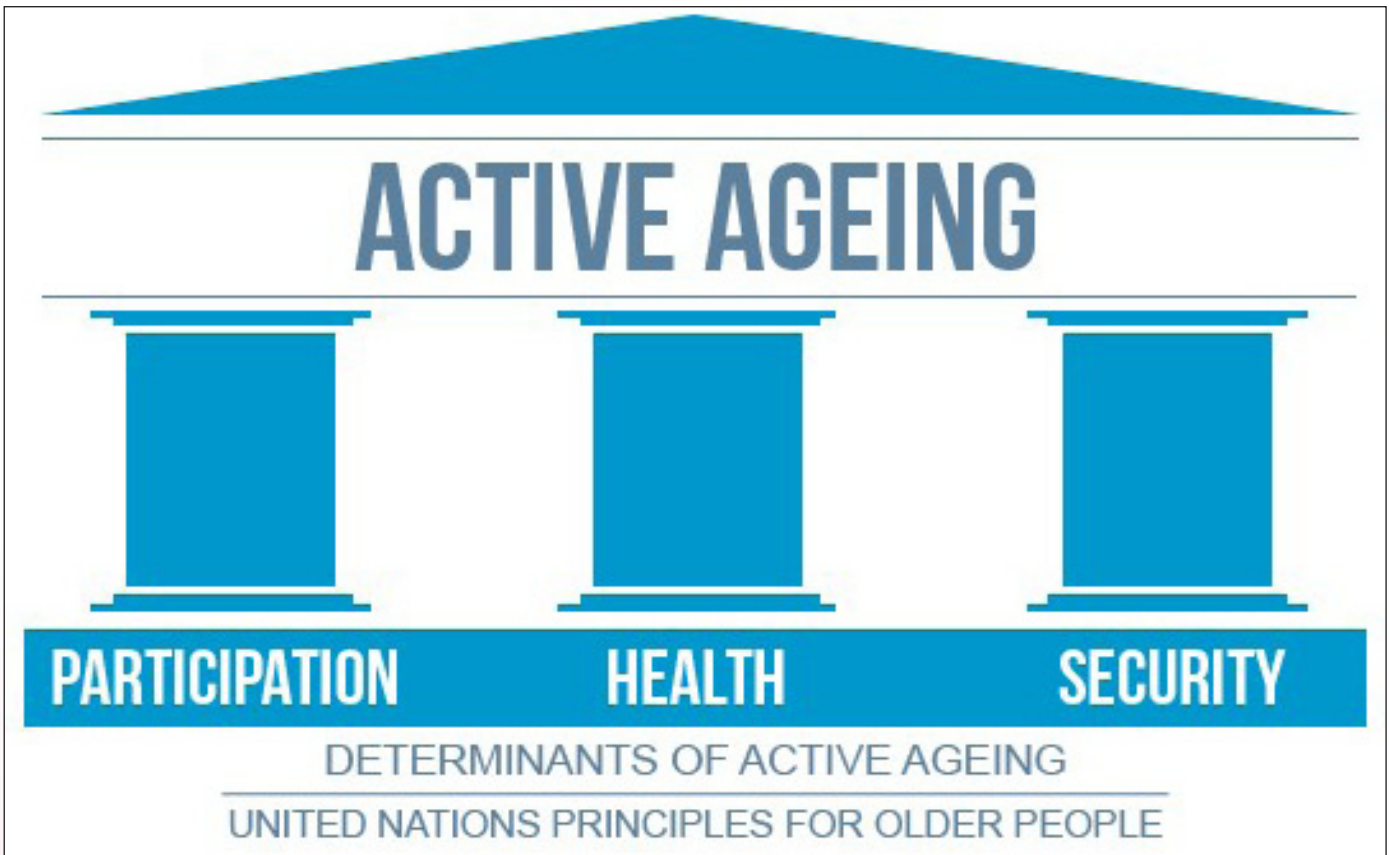
Don't Cry.

Don't Complain.

Don't Compare.

Shower Compliments.





Besides, continue your small services to both your family and society like fetching some milk, vegetables etc. By these, you don't become small- as a matter of fact, people start loving you more. By these services, you set aside your ego and become empathetic.

An adage says- Correct temperature at home is maintained by warm hearts and cool minds and not by Heaters and Air-conditioners.

Worrying about your health or future does not take away your tomorrow's troubles, it only takes away your today's peace.

“ Don't die before you are dead.”- Rachel Wolchin.

By thinking about pain, let us not shorten our valued life.

Not an End, only a Bend

Retirement is not End.

It's only a Bend.


Let's name it as ACTIVE AGEING.

It's a dynamic new beginning.

We shall welcome it at our Farewell Meetings loudly hereafter so that it spreads cheer and removes the fear about the future.

R. Venugopal

Mr. Venugopal has served in LIC of India from 1968 to 2006 for 38 years and retired as an Executive Director.



The Importance of Books in the Digital Era

It is rightly said that there is no substitute for a book in a child's life! (Quote by May Ellen Chase)

Indeed, the benefits of reading books last for a lifetime. But in this fast-paced digital world, reading habits are losing their charm, and the best books to read are gradually replaced by digital texts.

Today, our children are losing the desire to read, and many times parents find it difficult to encourage them to read. Let's unfold the layers and explain how books are important in our life across all stages of life.

Read on for some amazing facts and decode how books and reading habits help us in our everyday lives. We begin with some research-backed facts about books in early childhood.

Importance of Books in Early Childhood

Reading and Vocabulary

Parents who read 5 books per day to their kids before entering Kindergarten are successful in teaching their kids several new words (around 1.4 million). By the age of 5 years, even if a child hears a single book in a day, he/she hears 29,000 new words. This knowledge helps children at the later stages of formal schooling. Because they find many words familiar in the print format when they enter school.

Here's an estimation of the number of words a child would have heard if parents read books for their kids.

Frequency of reading a book Words kids would have heard

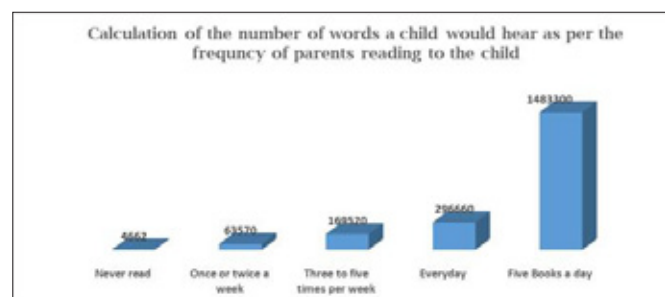
Never read	4,662
Once or twice a week	63,570
Three to five times per week	169,520
Everyday	296,660
Five Books a day	1,483,300

Let's move on to the general advantages of reading habits and books.

What is the Importance of Books for Children?

Sparks Creativity and Expands Imagination

If you choose the best books to read, you can help your child explore new things, situations, and places. A child becomes an explorer in the magical world of books. This unfolds new viewpoints through the



power of imagination. In addition, the discovery of a new world, problems, scenarios, etc. also stimulates a child's creativity. All this eventually boosts creativity as the child tries to interpret new information through stories.

Entertainment

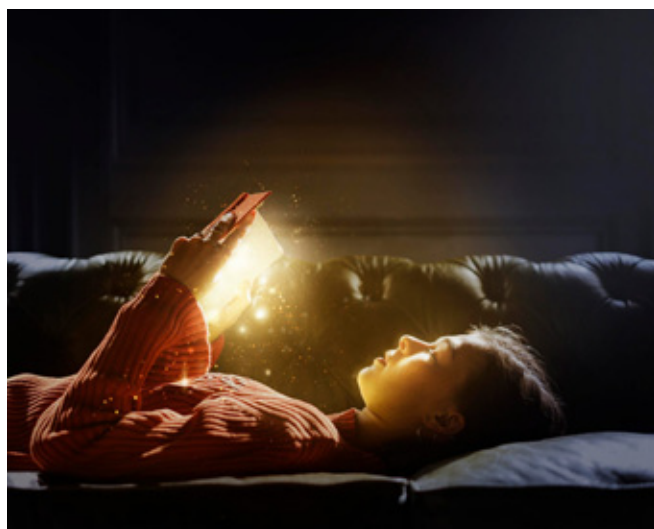
As stakeholders, most of us know the importance of textbook. But many times, we focus on textbooks. And fail to understand how reading books is a great source of fun and entertainment.

A child can feel an unmatched pleasure while exploring and deriving meaning out of new characters, worlds, situations, etc. Reading habits also give interesting insights into life. In addition, reading also makes it fun to see the world from someone else's perspective. Other than all this, when a reader connects to a story the engagement itself is an immense source of pleasure.

Health and Cognition (Brain Function) Benefits

As per a leading broadcaster, books and reading improve our health and well-being. Reading for only 30 minutes a week improves health. In addition, this habit also supports emotional intelligence. When a reader discovers varied perspectives, it improves emotional intelligence. Other than this, this habit also improves one's confidence, and self-esteem, and reduces feelings of loneliness. Children who read regularly are also able to empathize better with others.

The cognitive benefits of reading include better focus, improved memory, strengthened analytical skills, and this habit also prevents age-related cognitive decline.

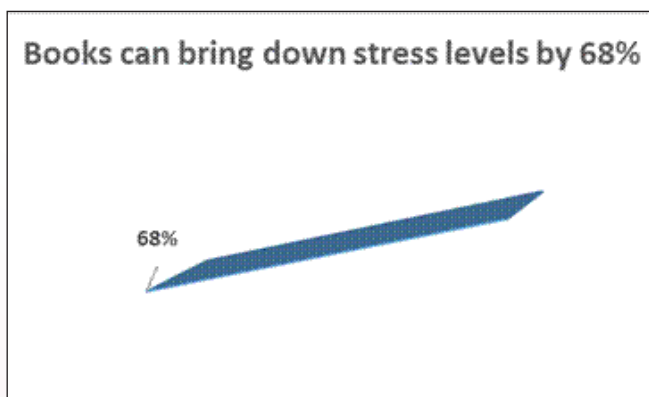


Brings Down Stress Levels

The importance of books is not limited to one's brain functioning alone. This habit of reading also brings down our stress levels.

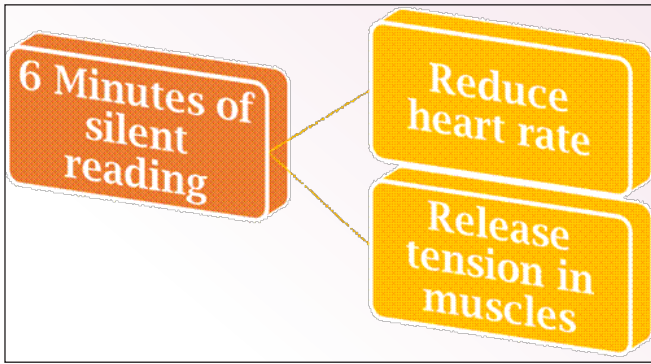
Do you know that the best books to read can bring down stress levels by 68%?

Yes!



A cognitive neuropathologist, Dr. David Lewis came up with this fascinating fact. He also concluded that reading silently for only 6 minutes can bring down the heart rate, and release the tension in the muscles.

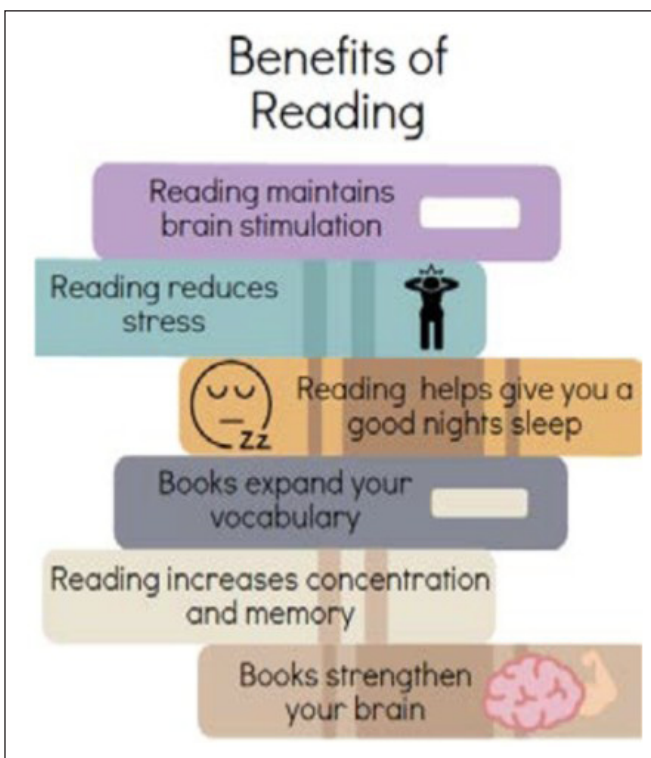
By far, we have discussed why books are important in our life. Let's move on to the next section and understand how we can nurture a love for learning in our children/students.



Tips to Nurture a Love for Books and Reading in Children?

Select the best books to read-

All children have their unique preferences, and we must consider these while selecting the reading material. Always keep in mind your student/child's liking. Because this will yield the best results when you arrange for the reading material (as per genre). For parents, the best way to know the right material is by collaborating with the child's teachers. Most school teachers have the best input about the child's learning styles, preferences, and workable areas (such as spelling, vocabulary, comprehension, etc.).



Make it fun-

To develop a love for reading in our young generations, we must embrace the benefits of reading for pleasure. Many parents solely acknowledge the importance of textbook for scores and grades. But they miss out on creating an encouraging family atmosphere. Start with simple activities like reading a book before going to bed. Make it a fun task for the family. For instance, ask some questions each day, and give some rewards for some correct answers. Choose some funny stories purposely, and enjoy yourself with the entire family.

Replace screen time with reading

If we explain the importance of reading books to our children from an early age, they tend to develop better reading habits. Try to replace their screen time with reading activities gradually. And never forget to appreciate the child for making these important lifestyle changes.

Let children make choices

When children make choices they are more intrinsically motivated. Try this method and allow your child/student to suggest books and reading material. This empowerment works wonders with kids, so do not miss out on this point.





Inspire through role models and famous personalities

Many Indian politicians and famous personalities are book lovers and authors. From late Atal Bihari Vajpayee to Shashi Tharoor, Kiran Bedi, Elon Musk, and Maneka Gandhi, these famous role models have something in common, their fondness for reading. You can use their references to reiterate the importance of books.



Final Thoughts

From health benefits to stress reduction, books are important in our life even with our digitalized lifestyles!

Book readers can enhance their knowledge, escape to a wonderland, and discover unmatched joy with the best books to read.

Do not wait any more, ignite a love for learning and wait for the magic of timeless literature to take over!

Thanks for Reading!

Author: Ms. Priyanka

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The Israel Palestine Conflict

In the contemporary understanding, Palestine is generally defined as a region bounded on the East by the Jordan river, on the North by the border between Modern Israel and Lebanon, on the West by the Mediterranean sea (including coast of Gaza)and on the South by the Negev , with its southernmost extension reaching the Gulf of Aqaba. Strategically this region is highly important as the road connecting Egypt with Syria and the ones connecting the Mediterranean sea region with the hills beyond the Jordan river passes through it.Or in short this region forms the bridge between Africa and Eurasia. At times this region has been referred as the Levant and the Israeli Palestinian conflict is an ongoing military and political conflict in this region. The key areas of conflict includes

- Israeli occupation of the West Bank and the Gaza Strip
- The status of Jerusalem
- Israeli settlements
- Borders, security and water rights
- Palestinian movement of freedom
- Palestinian right of return

THE HISTORICAL BACKGROUND

Historically, Israel has several places owing importance to three main Abrahamic religions of Judaism, Islam and Christianity as Judaism is traced back to the religion of the 12 major tribes believed to have thrived through Abraham's one son Isaac and the grandson Jacob, out of which 10 tribes together came to be known as the Israels who were settled in the northern part of the Cannan (present day Israel) region and the other two tribes lived on the southern part of it who were known as the Judahs. Through another son of Abraham named Ismael another set of 12 major tribes of the Islamic tradition flourished in the Arabian peninsula region giving birth to the religious community of Islamic people.

The Israelis and the Judah's before settling down in the current Palestinian region were under captivity and enslavement by the Egyptian for hundreds of years. When they got freed from the Egyptian enslavement, they moved to the Palestinian region and there in 1000BcE under the leadership of King David and later his son King Solomon the first temple of Solomon was built in ancient Jerusalem. These people formed the first group of Hebrew people whose literature is called The Old Testament





and currently addressed as the Hebrew Bible from where most of these family trees and stories of war and peace are derived. These Hebrew community who spoke the Hebrew language later came to be known as the Jews who got their separate identity from the Christian community that got developed in this Palestine region when a set of people followed the preaching's of Jesus Christ who was captured by the Hebrew authority and handed over to the Roman rulers to be crucified. The literature of the follower of Jesus came to be known as the New Testament or the modern day Bible.

However, prior to the advent of Jesus Christ, when the Hebrews (later recognized as Jews) who formed the two kingdoms of the Israelis (10 tribes together) on the northern part of the Cannan region and the Judah's (2 tribes) on the southern part flourished till 722 BcE when the northern Israel Kingdom was annexed by the Assyrians and in the 6th century BcE, the southern Judah Kingdom was conquered by the Babylonian rulers occupying Jerusalem and annexing the Judah, expelling the Jews to the Babylon and destroying their first temple of

Solomon. In 538 BcE, Babylonian were occupied by the Achaemenid Empire or the Persian rulers whose emperor Cyrus the Great allowed the Jews to go back to Judah, where they built the second temple of Solomon. For the next several centuries the land of modern day Israel was conquered and ruled by various groups including the Persians, Greeks, Romans, Arabs, Fatimids, Seljuk Turks, Crusaders, Egyptians, Mamelukes, Islamists and others.

The brief timeline of those rulers can be summarized as follows:

- The Persian Period:(539 BcE to 322 BcE)

In 516 BcE-Persian ruler Cyrus the Great allows the Jews in Exile in Babylon to return back to Jerusalem, where the gathered Jews built the Second Temple of Solomon. Between 445 BcE-425 BcE, Nehemiah the Prophet rebuilt the Walls of the Jerusalem city and again it was confined to Eastern Hill. During the Assyrian occupation of the northern Israel region, many Jews had fled to



the southern Judah region and the city of Jerusalem had expanded to the Western Hill.

- The Hellenistic Period:(332BcE-141BcE)

In 332 BcE, Greek leader Alexander the Great invaded Judea and Jerusalem .

Between 332 BcE -141 BcE, the Ptolemaic Seleucid ruled in Jerusalem

- The Hasmonean Period:(141BcE -37 BcE)

In 141 BcE the Hasmonean Dynasty begins in Jerusalem and it again expanded to the Western Hill. In 63 BcE, Roman General Pompey captures Jerusalem.

- The Herodian Period:(37 BcE-70CE)

In 37 BcE, King Herod restructured the second temple of Solomon, adding retaining walls to

the city of Jerusalem. In 30 CE, Jesus Christ was captured by the Hebrew authority and handed over to the Roman rulers to be crucified leading to the birth of Classical Christianity by his followers and their literary work became the New Testament or the Bible.

- The Roman Period:(70-324CE)

In 70 CE, Roman forces destroyed Jerusalem and demolished the Second Temple of Solomon. During 135CE Jerusalem was rebuilt as a Roman city.

- The Byzantine Period:(324-638 CE)

In 335CE, Church of the holy Sepulchre was built in Jerusalem and in 614 CE the Persians again captured Jerusalem from whom the Byzantine Christians recaptured Jerusalem .

- The First Muslim Period:(638 -1099 CE)

In 638 CE Caliph Omar entered Jerusalem and between 661 CE and 750 CE it came under the rule of the Umayyad Dynasty during which time in 691 CE the Dome of the Rock was built on the site of the destroyed Jewish temple. From 750 CE to 974 CE it came under the Abbasid Dynasty .

- The Crusader Period:(1099 - 1187 CE)

First Crusaders captured Jerusalem

- The Ayyubid Period:(1187-1259 CE)

In the year 1187,Saladin captured Jerusalem from the crusaders and between 1229 and 1244 CE the crusaders briefly recaptured Jerusalem two times.

- The Mamluk Period :(1250- 1516 CE)

In 1250, muslim Caliph destroyed the walls of the Jerusalem city.

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- The Ottoman Empire Period:(1516-1917 CE)

In 1517 the Ottoman Empire captured Jerusalem between 1538 to 1541 , Suleiman the Great rebuilt the Walls of Jerusalem.

- The British Mandate :(1917 - 1948)

During World War I,the British forces captured Jerusalem and Jordan.

- The Divided City:(1948 -1967)

Post World War II, the British handed over Jerusalem to the UN and the State of Israel was established and Jerusalem was divided by the Armistice line between Israel and Jordan.

- The Reunification:(1967 -till present date)

Israel captured Jerusalem ‘ old city and the Eastern Half and reunited the city and now it’s under control of the Israeli State and the war between

the Israeli with the majority of Jews people and the Palestinian people representing the Arabs or the Islamic people is going on.

This is how from Abraham(a son of an idol seller from the Babylon region who convinced his father that idols are lifeless and are not God’s and received the Covenant from God and started spreading the faith system that didn’t believe in idol worship) ,the three religions of Judaism (through son Isaac and his son Jacob who was renamed as Israel), Christianity (through Jesus Christ who is considered the Messiah as prophesied by the Hebrews) and Islam (through his son Ismael who went out to the Arabian plateau region from where the Islamic tradition flourished) came to existence and the place Jerusalem has witnessed 52 attacks, is being captured and recaptured 44 times, besieged 24 times and destroyed twice. And hence on one hand the Jewish periods of the city are important to the Israeli nationalists ,whose discourse states that modern Jews originated and descended from the Israelites (Jacob renamed as Israel) and on the other hand the Islamic periods of the city’s history

are important to the Palestinian nationalists whose discourses suggest that modern Palestinians (the Arabian people) descended from all the different people who have lived in this region.

The expelling of the Jews to different parts of the world particularly Europe during the capturing of the city of Jerusalem and their subsequent experiences including the Jewish Genocide has led to the Zionist movement.

But the breaching of the UN mandates on the Armistice line by the Israeli nationalists has led to the contemporary developments of political tensions and arm conflicts leaving behind several innocents dead and the region under constant threat to life and properties.

Let's have a look at the contemporary developments from the Balfour declaration onwards.

The Balfour declaration

As it's mentioned from 1516 to 1917 this region along with much of the Middle East that was under

the Ottoman Empire ,experienced a dramatic change when World War I took place. In 1917 when the war was at its highest peak, British Foreign Secretary Arthur James Balfour submitted a letter of intent supporting the establishment of a Jewish Homeland in Palestine. The British government hoped that the formal declaration - known thereafter as the Balfour Declaration, would encourage support for the Allied Forces in World War I. When WW-I ended in 1918 with an Allied victory, the 400-year Ottoman Empire rule ended and Great Britain took control over what became known as Palestine (modern day Israel, Palestine and Jordan).The British controlled Palestine till World War II , when in 1947, Israel became an independent state.

In 1947,the United Nation approved a plan to partition Palestine into a Jewish and Arab state, but the Arabs rejected it.In May 1948, Israel was officially declared an Independent state with David Ben Gurion, the head of the Jewish Agency as the Prime minister. This historic event marked victory for the Jews only furthering the violence with the Arabs, which was already existing in the region from the ancient times and both the communities

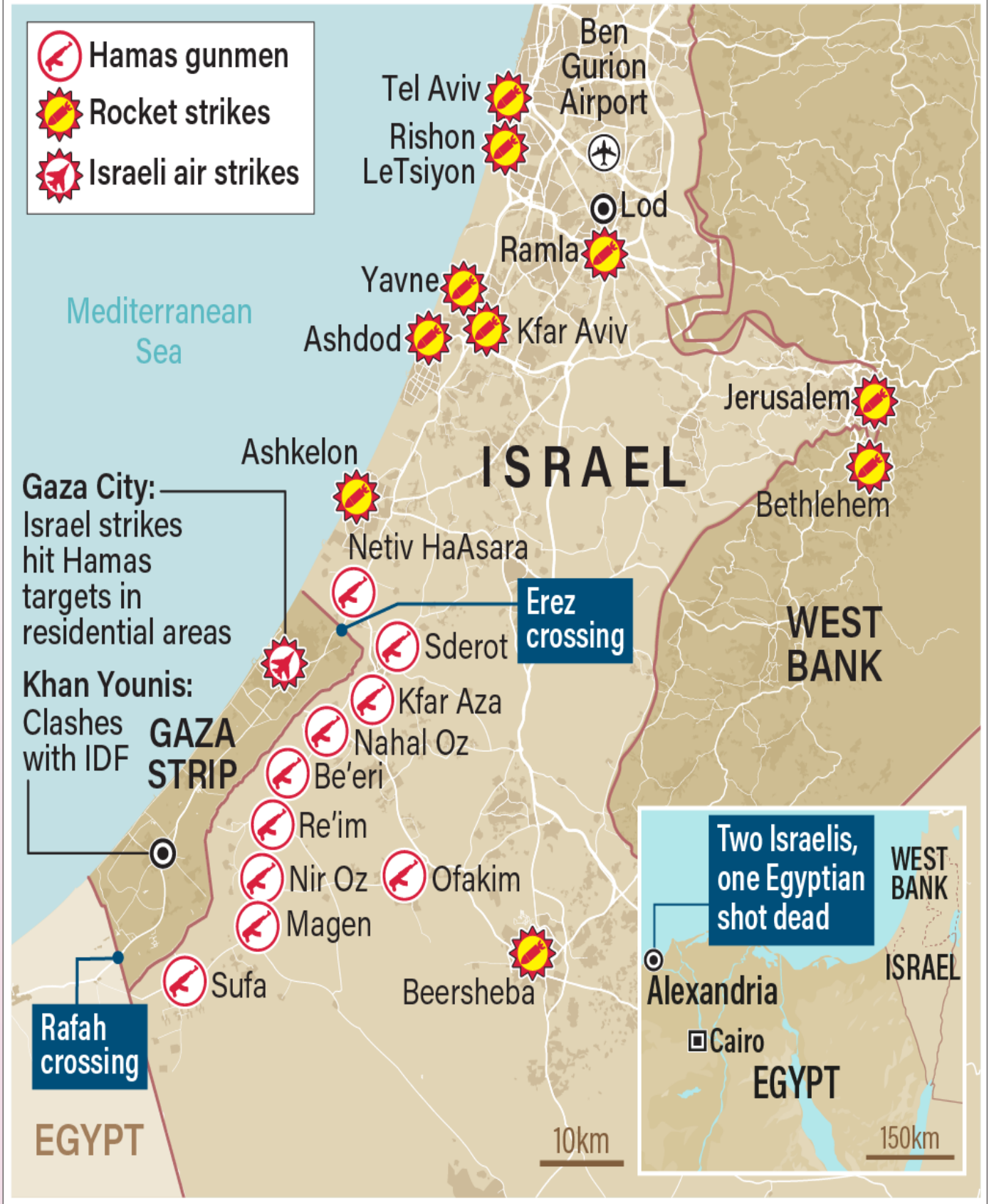
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ATTACKS IN ISRAEL AND PALESTINE



consider it a holy place of theirs that houses the holy Temple Mount, the Western Walls of the Jews as well as the Al Aqsa Mosque and the Dome of the Rock of the Arabs. Along with these monuments of religious faith, much of the conflict is centered around the occupation of the three areas of the Gaza Strip, the Golan Heights and the West Bank.

The announcement of the independent Israeli state and the dissatisfaction among the Arabs led to the Arab - Israeli war of 1948, when five Arab nations of Egypt, Jordan, Syria, Iraq and Lebanon immediately invaded the region. Civil war broke out all throughout Israel, but a cease fire agreement was reached in 1949 and as part of the temporary armistice agreement the West Bank became part of Jordan and the Gaza Strip became Egyptian territory.

Following this Armistice, the relationship between Israel and Egypt became rocky and several incidents of war and peace took place as follows:

- The Suez Crisis

In 1956 Egyptian President Gamal Abdel Nasser overtook and nationalized the Suez Canal, the important shipping waterway that connects the Red sea with the Mediterranean sea. Responding to this act, Israel attacked the Sinai Peninsula with the help of British and French forces and retook the Suez Canal.

- The Six Day War

A surprise attack was launched by Israel armed forces against Arab Air power in 1967 that lasted for six days from June 5 to June 10. In this war Israel defeated Egypt, Jordan and Syria and took control of the Gaza Strip, Golan Heights, Sinai Peninsula and the West Bank.

- The Yom Kippur War

In 1973, Egypt and Syria launched air strikes against Israel on the holy day of Yom Kippur hoping to

catch the Israeli army off guard. Fighting continued for two weeks when the UN intervened and adopted a resolution to stop the war. Syria failed to capture the Golan Heights and in 1981, Israel annexed it, though Syria continued to claim it as its territory.

- The Lebanon War

In 1982, Israel invaded Lebanon and ejected the PLO (Palestine Liberation Organization) that was formed in 1964 declaring all Arab citizens living in Palestine up to 1947 to be called Palestinians to create a separate Palestinian state within Israel.

- The First Palestinian Intifada

Israeli occupation of the Gaza Strip and the West Bank led to a massive Palestinian uprising causing hundreds of deaths (Intifada - an Arabic term meaning Shaking off) which was ended through the Oslo Peace Accord. After this attack, the Palestinian Authority took control of certain territories in Israel and in 1997, the Israeli forces withdrew from parts of the West Bank.

- The Second Palestinian Intifada

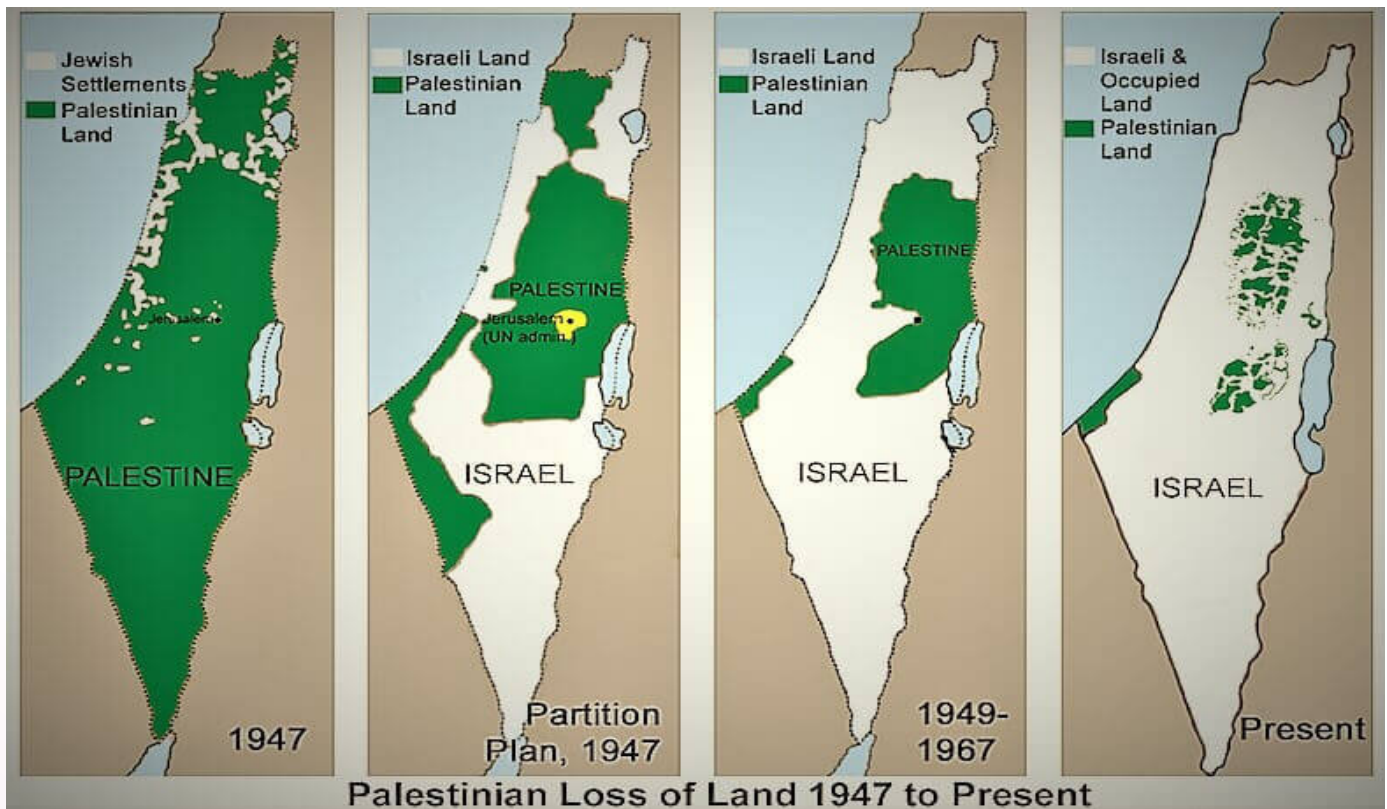
In 2000, the Palestinians launched suicide bombs and other attacks on the Israelis and the violence continued for years, when finally Israel announced a plan to remove all troops from the Gaza Strip by the end of 2005.

- The Second Lebanon War

Israel went to war with Hezbollah - a Shiite Islamic militant group in Lebanon in 2006 that came to an end through UN intervention after a couple of months it started from.

- The Hamas war

Israel is involved in repeated violence with Hamas, a Sunni Islamist Militant Group that assumed



Palestinian power in 2006 election. Several other significant conflicts took place in the subsequent years of 2008,2012,2014,2021 and the latest being the attack of October 7-2023 when the Hamas launched a sudden attack from the Gaza and this prompted Israeli Prime Minister Benjamin Netanyahu to formally declare a war on Hamas.

We can go through the Zionism Movement before concluding with the Road Ahead for the proclamation of peace in the region.

- The Zionism Movement

In the late 19th and early 20th century, an organized religious and political movement known as Zionism started among the Jews diasporas. The name Zionism comes from a Hebrew term Zion which means Jerusalem. The Torah or the Jewish Religious Text that depicts the stories of the ancient prophets who were instructed by their God to return to this homeland has inspired the diasporas to return to the Israeli State. This fundamental philosophy has existed for hundreds of years among the Jews who

spread to different corners of the world following the events and incidents of capture and recapture. However modern Zionism formally took root in the late 19th century when the Jews throughout the world were facing growing anti-Semitism. Modern Zionism was officially established as a political organization by Theodor Herzl in 1897. He organized the first Zionist Congress in Basel, Switzerland and also became the first president of the World Zionist Organization. Through the Balfour Declaration the doors were opening up for the formation of the Jews Homeland in Palestine.

During the World War II, many Jews living in Russia and Europe suffered horrific persecution and death during Russian pogroms and Nazi rules. As per the historians, around 6 million Jews were killed in Europe during the Holocaust. Before WW-II and during the war thousands of European Jews fled to Palestine or other regions to escape hostility. And after the Holocaust ended, Zionist leader actively promoted the Idea of an independent Jews Nation. And Israel was officially declared an Independent state on May 14-1948 through UN.

- The Road Ahead

As we have already seen the ongoing conflicts and tensions in the region, several countries have pushed for more peace agreements in recent years and many have suggested a Two - State Solution while acknowledging the rare possibilities of both the independent states coexisting as friendly neighbors .Israeli Prime minister Benjamin Netanyahu has supported the two state solution but has felt pressure to change his stance and is also being accused of encouraging Jewish settlements in Palestinian areas while still backing the two state solution. India had always played an active role in extending support for the Palestinian cause across various multilateral forums. India had co- sponsored the draft resolution on “the right of Palestinians to self-determination” and had voted in favour of it during the 53rd session of the United Nation General Assembly.

However after the October 7 -2023 attack by Hamas, India had expressed support to Israel ,vehemently denouncing the terrorist attacks by Hamas expressing concerns towards Israel by

stating India, “ stands in solidarity with Israel at this difficult hour” and subsequent to the declaration of war by Israel, India chose to abstain from the voting of a UN resolution calling for a “Humanitarian Truce” in Gaza on October 23-2023.This has led to certain changes in the bilateral relations of India with Israel and Palestine. Let’s hope, the leaders of the world join hands for a peaceful and successful solution to these ongoing military conflicts where, lakhs of innocent people including women and children are losing life and struggling between life and death.

Ms.Chinmayee

Am a full-time homemaker and a self-taught passionate artist and an amateur writer looking forward to take my passions to a professional level.I have written certain situational stanzas in English and an amateur autobiography of my life experiences from 1999 to 2021 in Odia titled Baishi Pabache meaning on the 22 nd step.



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Artificial Intelligence in Everyday Life

The applications of artificial intelligence (AI) are numerous because this area is continuously evolving day by day. Artificial intelligence refers to technology that educates machines to think, analyze, and learn from data in order to make intelligent decisions. It dominates the world of technology with the promise of bringing many impossibilities more realistic every day.

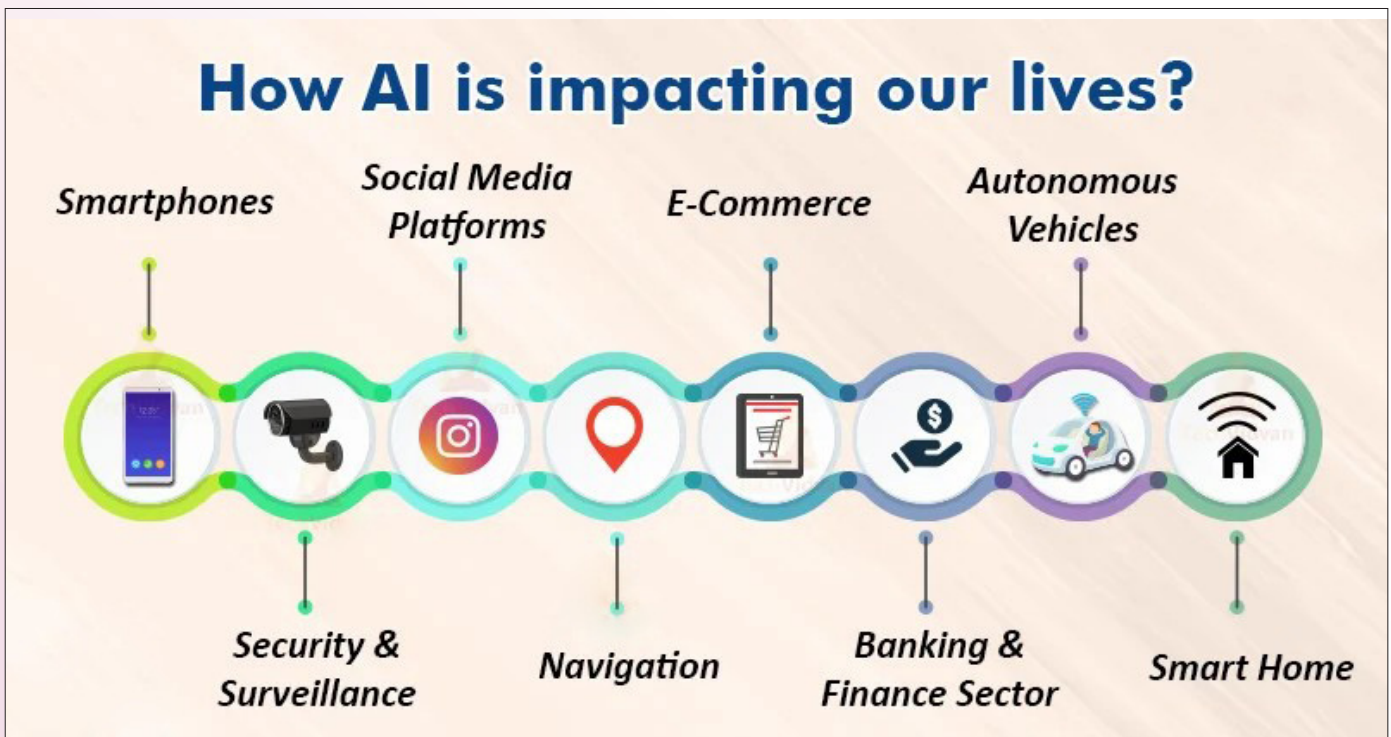
Although the engineering and medical fields rely on AI to a greater extent, it has been used widely even in our day-to-day activities directly or indirectly. Here we are going to discuss several

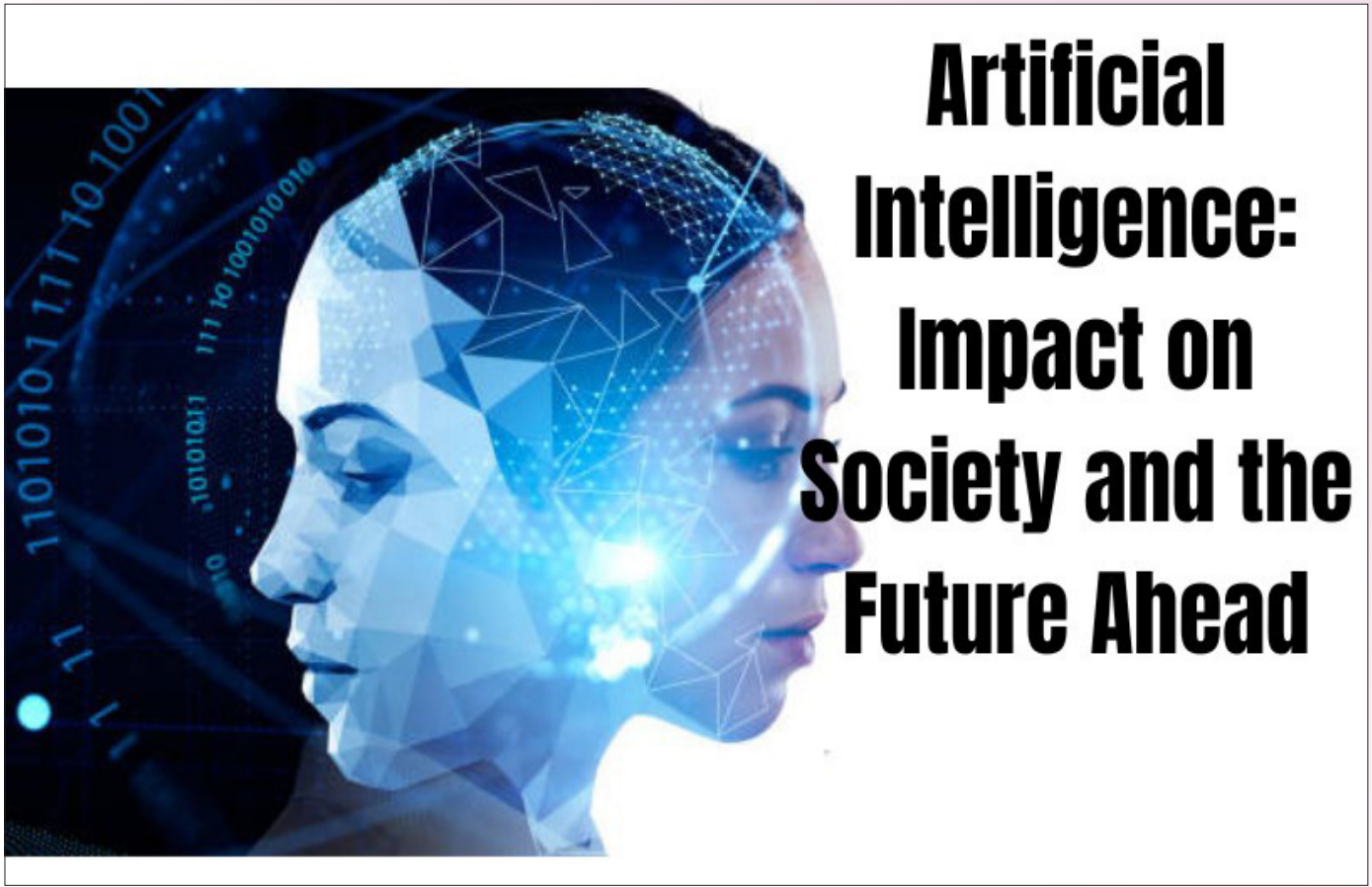
examples of artificial intelligence which are a part of our daily lives today. Let's dive more into some of the best examples of artificial intelligence in everyday life.

Examples of AI in everyday life

Face recognition

Most people use the face recognition feature in their Android or iPhone as it is one of the best safety features available on your device. Moreover, it is easy to use and does not ask for patterns or passcodes when you are in a hurry. This easy and





Artificial Intelligence: Impact on Society and the Future Ahead

smart feature is the result of artificial intelligence. Humans recognize their co-existing species with their face and voice biometrics, similarly, the AI facial recognition feature uses different types of biometrics to identify a person. This machine learning (ML) technology allows AI to study and save the facial coordinates of a human face from recognizing the user.

Smart cars

With the increase in the number of accident cases, many might have dreamt about cars that save drivers and passengers from getting killed. A car that drives on its own stops at traffic signals, takes turns and difficult roads carefully – all that we thought of as a dream has come to reality because of AI. Tesla has already laid its hands on self-driving cars and there are almost 500,000 – tesla automatic cars running in the United States, which is supposed to become double by the coming year. The machine learning capabilities of AI have made the idea of

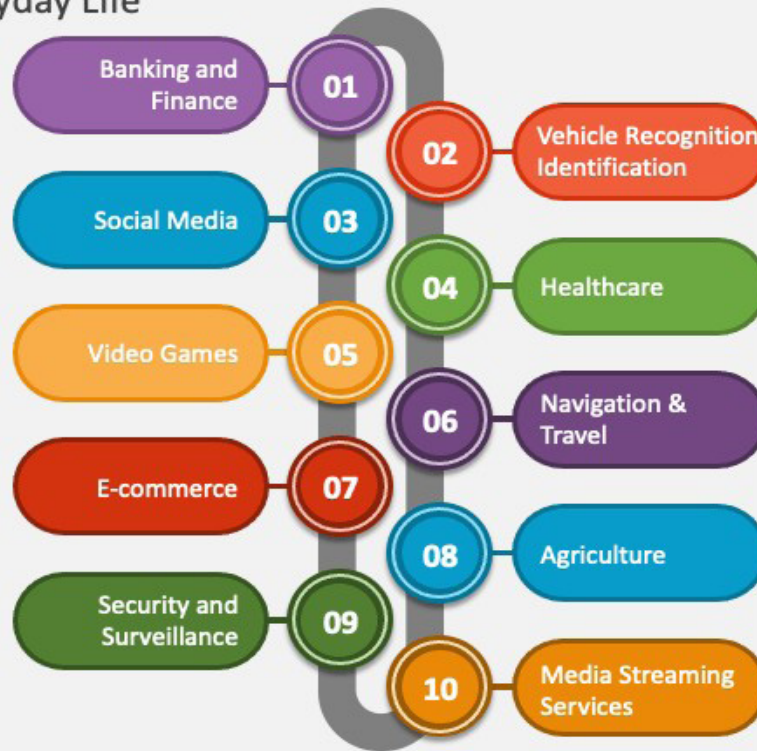
fully automated cars possible. These automated cars are programmed to stop at signals, slow down or stop whenever an obstacle is detected, control the speed limit, etc.

Digital assistants

Who wouldn't want to have an assistant do certain tasks or activities that can be controlled using a fingertip? Digital assistants serve the purpose for you. Sometimes you may want to hear soothing music but you may not have the energy to find it and play from your playlist, then there are situations in which you don't want to get up and turn the fan or air conditioner off or on. This is exactly what digital assistants can do. They will do all such things for you just with a command. You just need to tell them to switch on the fan or play music or turn off the light and they will simply follow your instructions. Amazon's Alexa and Apple's Siri are the two best examples of this far-fetched technology. They not only understand our commands but also respond

AI IN DAILY LIFE

Examples of AI in Everyday Life



to our queries or questions, make appointments, manage calls, send emails, set alarms, etc. They keep analyzing and learning from interactions in order to deliver improved customer experiences based on our preferences and search history.

Entertainment and social apps

Social media platforms are using AI to give a customized experience to users. One of the best examples is the friend suggestions we receive on Facebook, Instagram, Twitter, and other platforms. These apps show a list of people we might know or those who are on our contact list. How do apps get such information? How do they know that we know the people in the suggestions? Well, that is the magic of artificial intelligence. AI and ML evaluate your usage patterns and recognize your friends from photos and news feeds. Similarly, entertainment platforms like Netflix and Prime Video give many suggestions on what to watch next. This is done using an efficient content rating

system that provides hundreds of metrics learning from the user's previous monitoring history, this way the basic algorithms work well on the recommendation system.

Banking

The banking sector has fully digitized with artificial intelligence. Today, we don't have to stand in a long queue to withdraw money or transfer it to another account. Customers can initiate transactions without being present at the physical location as AI chatbots are automated to perform all the processes in digital banking. Banks seek the help of artificial intelligence chatbots to offer improved customer experience by enabling seamless and 24/7 customer interaction. From opening an account to making e-payments, the banking sector has become more convenient to users with the use of AI chatbots. Banks implement different types of chatbots to assist with the middle-office functions in identifying and preventing fraud,

improving the anti-money laundering (AML) process, and ensuring the Know Your Customer (KYC) regulatory checks process. This eliminates risk and facilitates a smooth banking experience for customers as well as for institutions.

Google predictive search algorithm

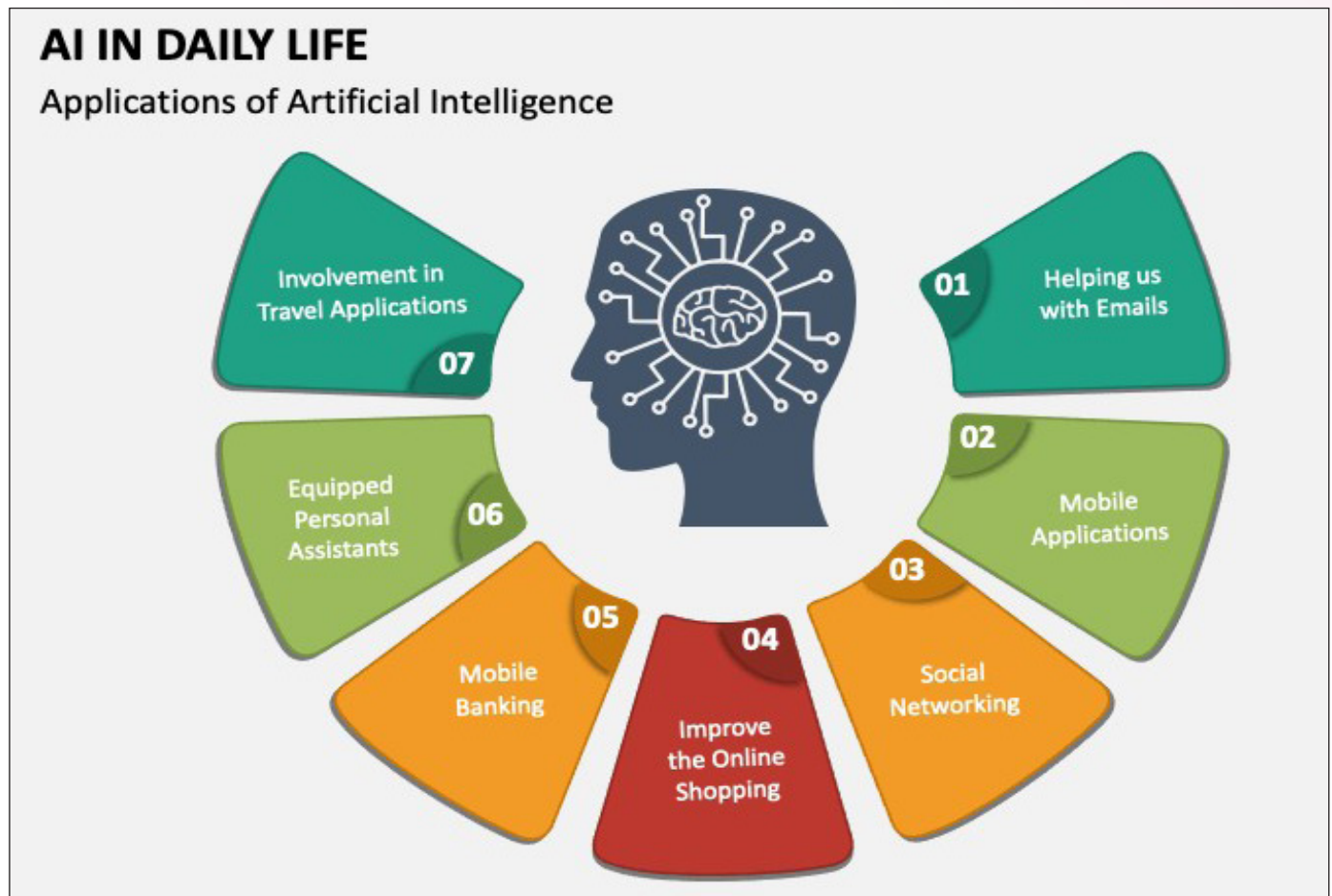
You might have noticed several suggestions automatically appearing on the screen before you finish typing what you are actually looking for. This is because of the autocomplete feature of google that predicts the search term by the characters you enter one by one. Google uses artificial intelligence, machine learning, and deep learning to run prediction algorithms in order to make the searches effective.

E-commerce

Why do people nowadays shift to online sites or apps to make purchases? This is because we can



filter out what exactly we want to purchase using certain keywords and filters. For example, if you are looking for a white shoe, the site will show a



Applications of AI

Artificial Intelligence
in HealthCare



Artificial Intelligence
in Business



Artificial Intelligence
in Education



Artificial Intelligence in
Autonomous Vehicles



Artificial Intelligence
in Social Media



Artificial Intelligence
for a Better World



Artificial Intelligence
in Tourism



collection of white shoes of different ranges. You can still filter using a price or pattern you prefer. It takes seconds or minutes only to get a choice of your interest. But how is that possible? This is made possible by the basic AI algorithms that routinely classify product searches for efficient cataloging.

Wrap Up

Artificial intelligence services are found to imitate human actions and logic, but that is not the end of it. Today AI transcends human understanding and reason and proves that it is profitable for everyone. The efficiency of machines when integrated with

AI is more precise and efficient. They complete the tasks assigned in minutes, which can take days if a man does. This is why the use of AI has been not limited to any particular area, instead, it is made accessible to every human. From personalized digital assistants to self-driving automated cars, AI has covered a long journey along with mankind.

Author: Mr. Mubarak Musthafa

Source Courtesy: <https://www.claysys.com/blog>

Myth & Truth About Ayodhya's Ram Janma Bhoomi

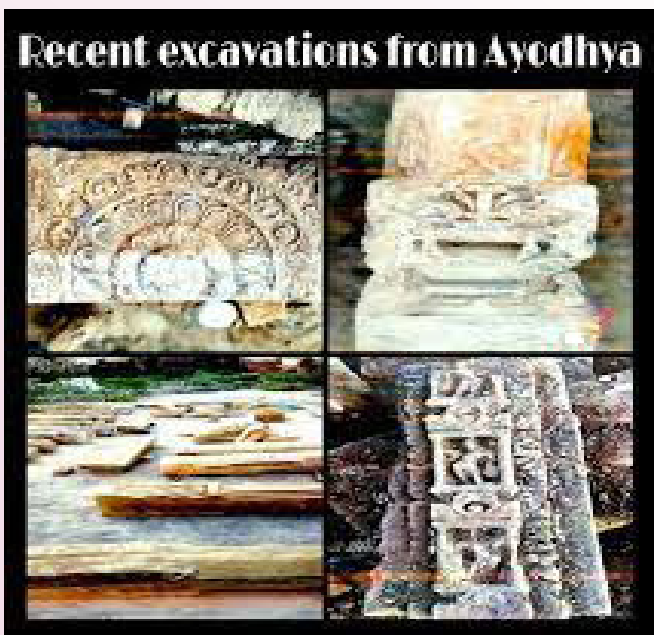
A misconception is being projected in certain quarters, that the Sri Rama Temple consecrated on 22nd January was built after erasing a Mosque underneath. In fact, it is totally, the otherway. Let us take a 'walk' through History. In the year 1526, on 21st April at 04:00pin, Babur a Mughal from Afghanistan brought with him nearly a hundred cannons and trounced Ibrahim Lodi (the then ruler of Delhi) at Panipat (known in the history books as 1st battle of Panipat) and established the rule by the MUGHAL DYNASTY. To commemorate this spectacular victory, Babur asked his army chief



Massive pillars of the ancient Ram temple of Ayodhya beneath the foundations of the Babri Masjid

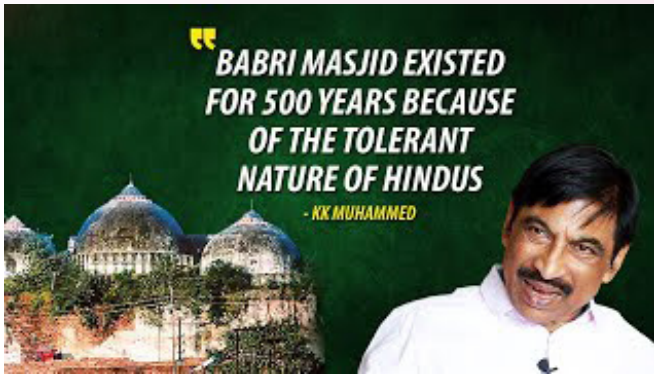


ANCIENT TEMPLE REMNANTS FOUND AT RAM JANMABHOOMI CONSTRUCTION SITE IN AYODHYA



MIR BAQI to raise a huge monument on the very place where a temple for Shri Rama, built several centuries ago, had existed.

Even after India became free, the litigation between the protagonists of Shri Rama's temple on one side and the super structure on the other side known as 'Babri Masjid', was continuously going on. During 1976, the Supreme Court asked the A.S.I (Archeological Survey of India) to excavate the area and find out the truth. A year later the A.S.I consisting of Mr. B. B. Lal and Mr. K.K. Mohamed, completed the task, and submitted its unanimous report to the Supreme Court. The report clearly stated that there was, a 'Centuries' old Temple of Shri Rama, the pillars of which were used to



construct the Babri Masjid structure which never functioned as a Mosque (where prayers are usually held).

When Mn K.K. Mohammad (hailing from Kerala), was questioned by his Muslim friends, how he could give a statement in favour of the Shri Rama's Temple ? He quietly told them that he was a devout follower of Allah and he can only speak the truth.

In the meantime, when Mr. Rajiv Gandhi was the Prime Minister and Uttar Pradesh (where Ayodhya is situated) was having a Congress Chief Minister Mr. Vin Bhadra Singh, they both agreed to open the locks of the disputed area and allow the devotees of Rama, for conducting prayers. This was on 1st February 1986 !.

Again in 2003, obeying the orders of the Allahabad High Court, another team consisting of Messrs Ghulam Syuddin Khwaja, Rehman Siddiqui and Zulfikhar Ali submitted its report stating that there was a pre existing Temple on which 'Babri Masjid' was built.



Finally, on 09th November 2019, the Supreme Court Bench gave a unanimous verdict that the area of 2.77 acres of land which was under dispute, should be given for constructing the Shri Rama Temple. The Bench of the, Supreme Court consisted of Chief Justice Ranjan Gogoi, Justice Sudat Arvind Bobde, Justice D. Y. Chandrachud (the present Chief Justice), Justice Ashok Bhushan, and most importantly Justice Abdul Nazeer. It is significant that there was no dissent among the Judges and the verdict was unanimous.

It was only after the above formalities were completed, Prime Minister Narendra Modi started constructing the Shri Rama Temple, which was consecrated on 22nd January 2024.

Dr. H.V. Hande

*Former Health Minister of
Government of Tamilnadu.
Founder & Director of
Hande Hospital.*



Nostradamus Predictions about India 2024

Nostradamus, a 16th-century French astrologer, is believed to have made several predictions, some of which are claimed to be about India. Checkout predictions for India from below.

Nostradamus Predictions about India

Some sources claim that Nostradamus predicted that “Hindus will reign from 2014 onwards” and even mentioned the name of the leader of the Hindus, but these claims are highly speculative and not supported by empirical evidence.

- **Rule of Narendra Modi:** It is claimed that Nostradamus predicted that Prime Minister Narendra Modi will rule India from 2014 to 2026.
- **Indian Stock Market:** There are claims about a prophecy regarding the Indian stock market being wiped out and the discovery of looted funds.
- **Natural Disasters:** Nostradamus is believed to have predicted natural disasters in India,

- such as earthquakes, with references to the earth shaking in the depth of Asia and India.
- **Naval Confrontation:** Some interpretations suggest a prophecy about a naval war in the Indian Ocean, with references to a naval battle and China’s involvement.
- **Rise of a New Pope:** Nostradamus is also claimed to have predicted the rise of a new Pope, which could have implications for the Catholic community in India.

Significance of Nostradamus’ Predictions for India

- **Intrigue and Fascination:** The cryptic nature of Nostradamus’s predictions fuels interest and sparks debate, keeping his image and ideas relevant even centuries later.
- **Cultural Impact:** Interpretations of his verses are sometimes woven into local narratives and folklore, adding a layer of mystique to historical events.
- **Fuel for Speculation:** His writings can stimulate discussions about the future, human agency, and the potential for predicting future events.
- **Historical Reflection:** Analyzing his interpretations offers a glimpse into 16th-century societal anxieties and beliefs surrounding prophecy and fate.

Note: No verifiable proof exists to confirm the accuracy of any specific prediction about India.



Historical Context of Nostradamus's Predictions for India

Early Modern Europe:

- **Religious Conflict:** Europe in the 16th century was marked by the Protestant Reformation and religious wars, creating an atmosphere of uncertainty and anxiety.
- **Colonial Aspirations:** European powers like Portugal and Spain were actively exploring and colonizing new territories, including India. This fueled interest in foreign lands and prophecies about their future.
- **Astrological Beliefs:** Astrology was widely practiced and accepted in Nostradamus's time, contributing to the popularity of his prophetic predictions.

Limited Knowledge of India:

European Perspective: Europe's understanding of India in the 16th century was limited, often reliant on travel accounts and distorted narratives.

Vague References: Nostradamus's references to India in his quatrains are often vague and open to interpretation, making it difficult to assess their specific intent.

Symbolic Language: He employed cryptic language and symbolism, further obscuring any direct connection to specific historical events.

Nostradamus's Background & Purpose:

- **Medical Perspective:** As a physician, Nostradamus might have been influenced by medical astrology, using celestial bodies to predict potential health outcomes or natural disasters.
- **Social Commentary:** His prophecies could be seen as veiled critiques of contemporary political and social conditions, including colonial ambitions or anxieties about the

future.

- **Personal Gain:** The publication of "Les Propheties" brought Nostradamus fame and fortune, suggesting a motivation beyond pure foresight.

What is the accuracy rate of Nostradamus' predictions for India?

Many of his predictions are highly speculative and should be viewed with caution, some people believe that his prophecies have accurately foretold significant events in India's history.

- **Subjectivity and Vagueness:** His prophecies are written in ambiguous, poetic language, open to a wide range of interpretations. This makes it extremely difficult to objectively assess whether any specific prediction has come true, as interpretations can be adapted to fit various real-world events.
- **Lack of Concrete Evidence:** Even with interpretations, there's often no concrete historical evidence to definitively link a prediction to a specific event. Hindsight bias can also play a role, where past occurrences are "fitted" into verses with questionable accuracy.
- **Lack of Falsification:** Unlike scientific theories, Nostradamus' predictions rarely include clear, falsifiable criteria. This makes it challenging to definitively disprove his claims, further blurring the lines between accuracy and happenstance.
- **Conflicting Interpretations:** Different scholars and enthusiasts hold diverse interpretations of Nostradamus' verses, often contradicting each other. This lack of a unified understanding further undermines attempts to gauge their accuracy.

Source Courtesy: <https://www.gmr.it.org>

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